Kaltura Management Console (KMC)

User Manual

Version: Eagle

Kaltura
open source video

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Preface

This preface contains the following topics:

- About this Manual
- Audience
- Document Conventions
- Related Documentation

About this Manual

This document provides an in-depth description of the KMC basic concepts and usage.

NOTE: Please refer to the official and latest product release notes for last-minute updates Technical support may be obtained directly from: Kaltura Support

Contact Us:

Please send your documentation-related comments and feedback or report mistakes to http://knowledge.kaltura.com/report-issues.

We are committed to improving our documentation and your feedback is important to us.

Audience

This guide is primarily intended for content managers and Kaltura Management Console users and also contains useful information for developers, integrators, and operations and site administrators using the Kaltura platform.

Document Conventions

Kaltura uses the following admonitions:

- Note
- Workflow

NOTE: Identifies important information that contains helpful suggestions.

Workflow: Provides workflow information.

Related Documentation

In addition to this guide, the following product documentation is available:

- Kaltura API documentation.

NOTE: Please remember to review all product release notes for known issues and limitations.

CHAPTER 1

KMC Overview

This section contains the following topics:

- What Can I Do with the KMC?
- Media Management and Workflow
- Widget and Application Studio

The Kaltura Management Console (KMC) is a media asset management front-end application to the Kaltura Platform. The KMC provides publishers all the tools necessary to manage and publish their media assets, in one intuitive interface.

What Can I Do with the KMC?

You can:

- Upload content and perform bulk ingestion
- Transcode and manipulate media assets
- Manage metadata profiles and high-precision temporal-metadata
- Design and customize branded media players
- Create static and dynamic rule-based playlists
- View analytics and gain insights about how well your content is performing
- Configure live streaming web broadcasts
- Syndicate and distribute content across the web
- Configure ads and leverage ad networks
- Manage access control profiles and limit access to published media
- Manage your Kaltura account settings
- Create Kaltura users, roles and assign permissions

and more…

Media Management and Workflow

The KMC provides full media management so that you can organize and track your online video system, functions and rich-media content. The following presents a simple workflow to manage content.

- Uploading and Ingestion - upload and ingest video, audio, images and docs, bulk or individual file uploads, via browser, desktop applications, email or mobile.
- Transcoding and Processing **–** convert videos into multiple flavors (optimized output files) and create transcoding profiles to ensure optimal viewing experience on all devices.
- Creating and Customizing Players and Playlists **-** control player size, color, fonts and branding. Add or remove buttons, enable subtitles, sharing, and more. Create manually or dynamically generated playlists.

- Managing Metadata and Categories - leverage metadata fields to tag, manage, search and expose content. Populate out-of-the-box fields, or create your own custom metadata scheme. Create content packages, including a set of video transcodes, multiple thumbnails in different sizes, metadata, subtitles, scheduling data, and more.
- Locating Content in the KMC - use categories, tags, and any of your custom metadata fields to locate any file, or search caption files for phrases within the video.
- Managing Access Control Profiles - control exactly when and where your content is published; decide who can do what within the KMC. Use out-of-the-box roles and permissions or create your own custom roles with granular permissions.
- Moderation and Editorial Workflows - review content to eliminate spam and abusive content in UGC portals. Implement complex editorial workflows for your various team roles.
- Using Subtitles and Captions - upload multiple caption files (SRT, XML) and transcripts (TXT), or reference an external link. Viewers can toggle between different language captions.
- Live Streaming - schedule and broadcast live events. Includes all the features of on-demand video.
- Content Authoring Tools - trim videos, string videos or clips together, add subtitles and cue points.
- Publishing to your Site - manage content, create playlists, preview and embed to your sites. Provide the optimal viewing experience across all devices with seamless mobile and tablet support.
- Distribution and Syndication - distribute content to your channels on partner sites such as YouTube, Hulu, and DailyMotion, or create video feeds for third-party platforms such as Google, Yahoo! and iTunes.
- Advertising and Ad Networks - advertise, integrate with ad networks, and enable payment models.
- Creating and Tracking Analytics - get the insight you need on viewer behavior with built-in reports.
- Account Information- modify user information, integration settings and registration information

Widget and Application Studio

Kaltura's application studio enables you to configure your player instances. The application studio is accessed through the KMC Studio tab. For more information see Creating and Customizing Players and Playlists.

- Player designs - design your player skin - select the size, color, fonts, etc.
- Player branding - include your logo on the player as a watermark.
- Player functionality and added features - decide what buttons to display on the player, create your own custom buttons, and decide what features to enable as part of playback (for example, subtitles, sharing, etc.)
- Player templates - select pre-defined player templates, or create your own.

CHAPTER 2

Uploading and Ingestion

This section contains the following topics:

- What is a Kaltura Entry?
- Browser-based Ingestion
- The Kaltura Uploader
- The Upload Tab
- Automated Content Ingestion via a Drop Folder
- The Dashboard Tab
- Uploading Content Using the Content Tab
- Tracking Your Uploads
- Preparing Entries
- Uploading and Modifying Related Files

What is a Kaltura Entry?

A Kaltura Entry is a logical reference to your media asset. An entry encapsulates all physical media files generated during ingestion (source, “flavors” and thumbnails), standard and custom metadata, captions, scheduling settings, advertising cue points, specific access control settings and all other components relating to the content. An entry is generated immediately, once your source media file starts uploading and transcoding begins.

Browser-based Ingestion

You can upload files from your computer, record a video with your webcam, or import from a selection of online repositories, or submit a bulk upload request via Kaltura formatted CSV/XML all from within the Kaltura Management Console. See The Upload Tab.

The Kaltura Uploader

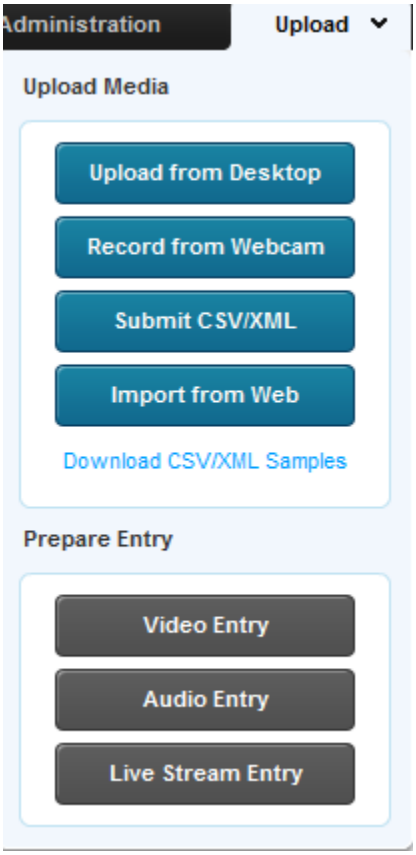
You can use the Kaltura Uploader, also known as the Kaltura Contributor Wizard (KCW) to upload any type of rich-media file, from any location (computer, websites, record from webcam).

You can upload content through the:

- Upload Tab
- Dashboard
- Content Tab

The Upload Tab

The Upload tab presents a list of ingestion options and capabilities to choose from and is used to upload content to Kaltura. The Upload tab opens over any page within the KMC.



The upload process also includes metadata ingestion, See Managing Metadata and Categories.

You can add content to your site in the following ways:

- Upload from Desktop: Opens a file browser and allows you to select multiple files. See Upload from Desktop.
- Recorded from a Webcam: Allows you to capture video content from a webcam connected to your computer. See Recorded from a Webcam
- Submit CSV/XML: Allows you to submit a CSV or XML file that points to multiple media files and includes metadata. See Submit CSV/XML.
- Import from Web: Allows you to search for videos to ingest from video repositories such as Metacafe and others, depending on the feature set enabled in your account. See Import from Web.

You can also prepare a video entry without including the media content in advance, see No Media Entries. Creating a No Media entry may be useful when metadata settings and media perpetrations are managed separately and possibly by different operational teams This scenario is used for media that may be included at a later stage, for example, in a drop folder. See Using a Drop Folder.

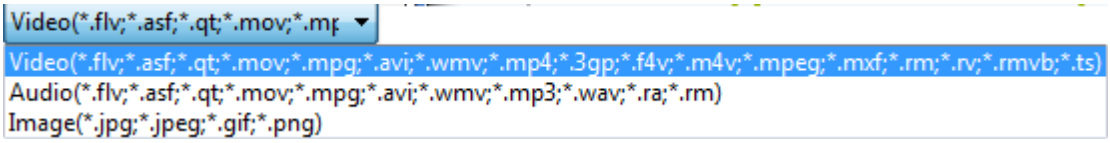
Upload from Desktop

Use this option to quickly upload files. You can continue working on other tasks while files are uploading, and resume the file upload in case of connection failure.

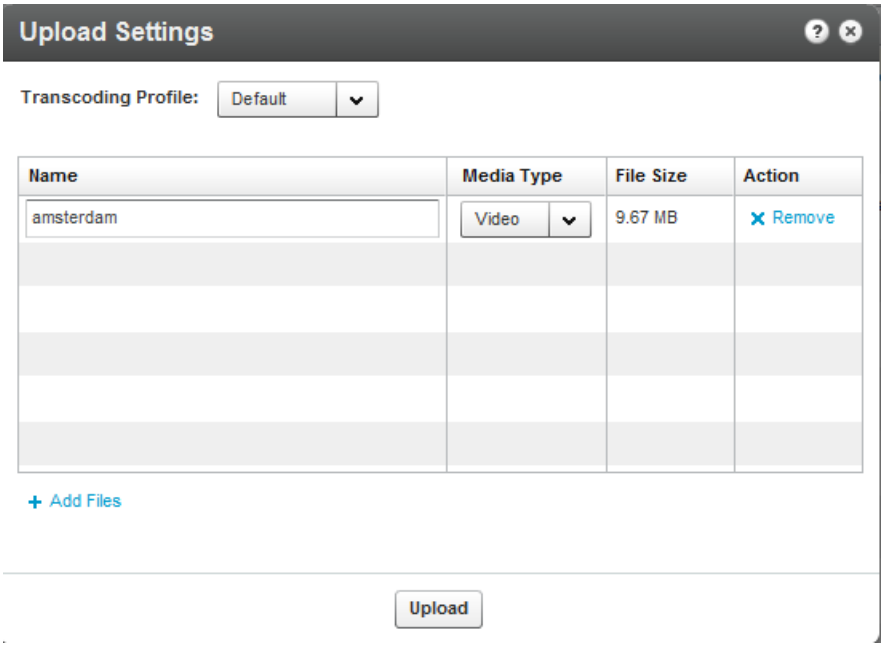
To upload media files from your desktop

1. Select the Upload tab.
2. Click Upload from Desktop (or click Upload from Desktop in the Dashboard.)

3. Select one or more media files. Use the Ctrl key to select multiple files.



The Upload Settings window is displayed.



4. Select the Transcoding Profile. See Configuring Transcoding Profiles.
5. Modify the Media Type if needed. The media type is automatically detected from file name extension. The media types allowed are: video, audio or image.
6. Click Add Files. (Optional).
7. Click Upload.

Recorded from a Webcam

You can upload media that you record from your webcam via the easy-to-use Kaltura Uploader.

To upload media files recorded from a webcam

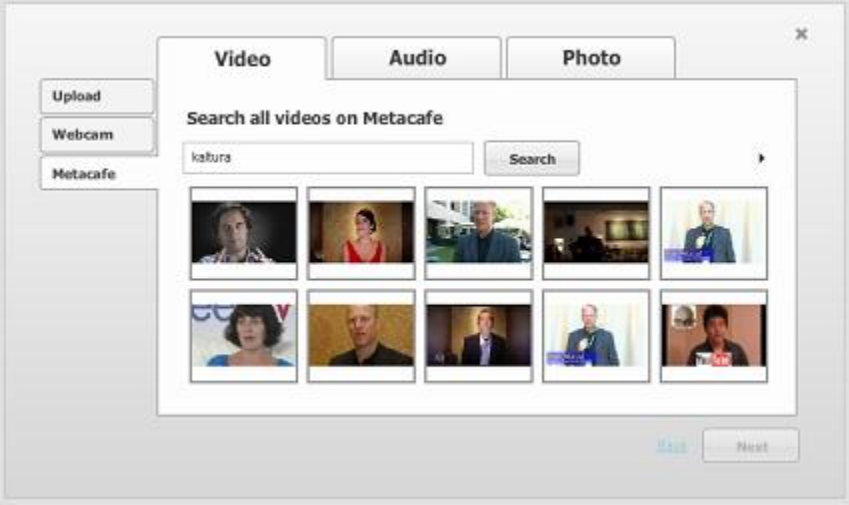
1. Select the Upload tab.
2. Click Record from Webcam.
3. Select the Transcoding Profile and click Next. See Configuring Transcoding Profiles.
4. Select a webcam from the dropdown list and click Allow.
5. Press Record to record your media file.
6. When done, click Next.
7. Enter a Name and all other relevant information for the webcam recording and click Next. The recording is processed and added to the Entries table.

Submit CSV/XML

Kaltura offers bulk import when there is a need to upload files large files and presents a great advantage to consolidate large amounts of video content in different locations from remote sites. See Bulk Upload and FTP Upload.

Import from Web

You can import video, audio and photos from common online media websites and applications. The Metacafe option for importing videos, may address your needs if you are searching for specific content quickly and easily assuming you want to import videos that are hosted in Metacafe. The video's properties (description, running time, brief summary, etc.) can be revealed my mousing over the thumbnail.



The audio options are Jamendo and CCMixter; the photo options are Flikr and NYPL.

To import content from the web

1. Select the Upload tab.
2. Click Import from Web in the Upload tab.
3. Select the Transcoding Profile and click Next. See Configuring Transcoding Profiles.
4. Click Search to search through videos on Metacafe, or select the Audio or Photo tab and search through your data.
5. Select the content to upload and click Next.
6. Enter or modify the descriptive information and click Next.

Bulk Upload and FTP Upload

You can import multiple files per session via a simple comma separated file (CSV) or an XML file. With these options, you can also ingest files from your own FTP server, or any publicly accessible file's host. Metadata fields can be populated from CSV/XML.

The CSV Bulk Upload file is a simple format. You can use the CSV format for simple content ingestion based on imported source media files and their related metadata.

The XML Bulk Upload file is based on Kaltura's MRSS format schema for content ingestion. The XML format enables bulk ingestion of complex video or audio packages.

Complex packages may include:

- Multiple bit-rate Transcoding Flavors already transcoded by a local transcoder
- Multiple thumbnails
- Related metadata and publishing options

What is Bulk Upload?

Bulk Upload enables you to ingest multiple entries and files to the Kaltura server in a single action using a single file. The greatest benefit for bulking uploads is:

- Importing multiple files in one action thus automating the ingestion process.
- Ingesting large files which you cannot upload from the desktop via the KMC (larger than 2GB)
- Populating metadata fields with no need to enter them from the KMC

Bulk upload streamlines publishing, providing the basis for automated bulk ingestion of files and metadata and overcomes browser and client upload limitations allowing for larger file size ingestion.

There are two methods to upload bulk content: the simple method where you use a CSV file (Comma Separated Value) and the advanced method where you use an XML file, which has many extensive bulk upload features. You can customize the structure to the metadata and elements that are part of your account specific workflow. Using the XML file bulk upload is the recommended method due to its structured hierarchy, allowing for nested objects and metadata and is easily extended.

For information on how to download bulk file samples see Downloading Bulk File Samples.

XML Bulk Upload

XML Bulk Upload supports full CRUD (Create, Read, Update, and Delete) operations, allowing for ingestion of entries, updates to existing entries, and deletion of bulk entries using an XML format. XML Bulk Upload is the recommended bulk upload option.

In addition, XML supports a hierarchical structure while CSV does not. You can define a complete content package using the XML Bulk Upload feature that includes the video source file, its metadata, its custom metadata profiles, distribution profiles, set of transcoding flavors (for cases when you are using your own transcoders), thumbnails and other additional relevant data.

The advantages of using XML Bulk Upload are:

- Simplified integration with other systems (for example, migrating media files including their complete metadata from one server to another).
- A streamlined ingestion mechanism, by using XML it is easy to create automated processes to ingest content.
- More comprehensive ingestion models that allow you to manipulate all of the media entry object attributes and their related objects (such as flavors, custom metadata, access control and distribution profiles, etc.).

The full sets of features supported by the XML Bulk Upload are described in the XSD (the XML template).

An example XML file can be found here (or downloaded from the KMC Upload menu).

The bulk upload status is monitored through the bulk upload log under the Uploads control tab, see Tracking Your Uploads. A log file and a copy of the CSV file are made available for troubleshooting or for historical records of uploaded content.

Whether you are a medium sized video publisher or if you're a media giant, you should consider the Bulk Upload option.

CSV Bulk Upload

Although CSV bulk uploads are less structured and have fewer features than the XML bulk upload, CSV bulk upload is easy to use for simply ingesting video files and their related metadata.

CSV files are easy to edit using Microsoft Excel, Google Docs or similar spread sheet applications.

To specify the fields and their order in the CSV file, the first line in the CSV file should start with an '*' (asterisk sign) followed by the list of field names, separated by a commas. Lines with'#' (hash sign) will not be processed, as these are essentially comment lines.

Each line after the fields definition line (which starts with an '*' sign) represents an entry to be ingested and should include the values of every field. Every line is a new entry. All entry fields are processed according to the definition line and according to the order of the fields.

A full list of fields and example CSV file can be downloaded from the KMC Upload menu. See Downloading Bulk File Samples.

To submit a CSV or XML file

1. Select the Upload tab.
2. Click Submit CSV/XML in the Upload tab (or click Submit CSV/XML in the Dashboard.)
3. Select a file.
4. Click Open.
   A message stating that your import request has been submitted is displayed.

To track bulk uploads, see Tracking Your Uploads.

Downloading Bulk File Samples

To download a sample bulk file

1. Select the Dashboard tab.
2. In the Upload Content section click Download CSV/XML Samples.
   or
1. Select the Upload tab.
2. Click Download CSV/XML Samples.

The samples include specific format descriptions and guidelines.

Automated Content Ingestion via a Drop Folder

You can add your media and metadata to a drop folder (on-premise or on the Kaltura servers) and the Kaltura system will activate an ingestion workflow tailored to your needs.

You can also upload metadata only and deliver media directly from your CDN, or on-premise storage.

Using a Drop Folder

The Kaltura Drop Folders are used to automate the ingestion of content into the Kaltura platform. The Drop Folder service constantly watches each drop folder for new content, and activates automatic ingestion of new content to the specific account.

Kaltura offers multiple configuration options for setting each drop folder to a specific workflow. To learn more read about Drop Folders see Kaltura Drop Folder Service for Content Ingestion.

Commercial users, please contact your account manager to enable this feature in your account.

The Dashboard Tab

You can upload data video, audio or photo files through the Dashboard.

To upload media files from your desktop

1. Click Upload from Desktop in the Dashboard.
2. Select the files to upload and click Open.
3. Select the Transcoding Profile. See Configuring Transcoding Profiles.
4. Select the Media Type and click Upload.

Uploading Content Using the Content Tab

You can upload data through the Contents tab. You can add video or audio media to an entry you prepared (when the entry status is No Media, add new transcoding flavors, add metadata, or replace content information. See The Flavors Tab.

Tracking Your Uploads

You can track the upload processing in the **Contents** tab.

Your Uploads

The **Your Uploads** table lists all the in-progress and pending upload tasks. The list only shows media file uploads from the desktop that you performed during the current KMC session.

For each uploaded file, you can view details such as:

- File name
- File size
- ID of the Kaltura entry that this file is added to

You can use the table to:

- Track the progress of each upload task.
- Reorder upload tasks that are waiting to be processed.
- Retry failed tasks.

Since file uploads are controlled by the KMC web application, closing or refreshing the browser page terminates all upload tasks that currently are in progress.

Bulk Upload Log

The Bulk Upload Log table shows the completed and in-progress bulk upload jobs for your KMC account. You can:

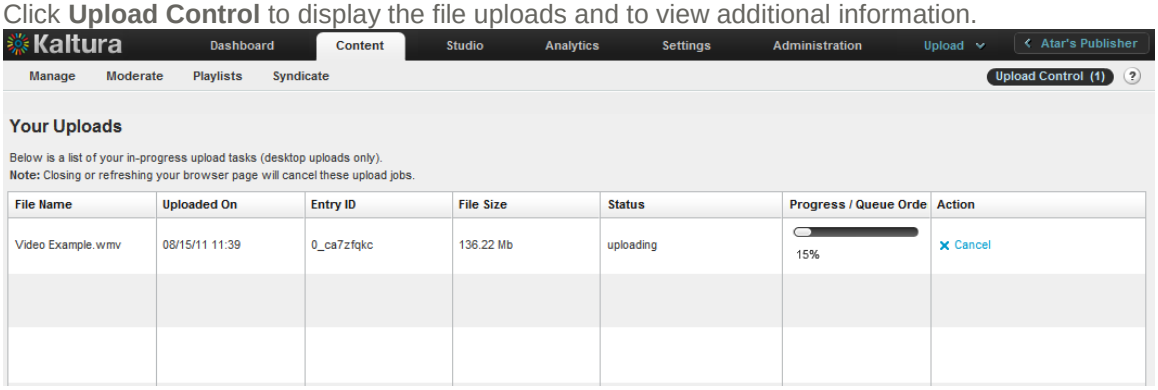
- View information related to each bulk upload job.
- Download original bulk upload files.
- Download a results log file of each bulk upload job.

To track the upload progress from your desktop

1. Click the Contents tab and select the Manage menu.

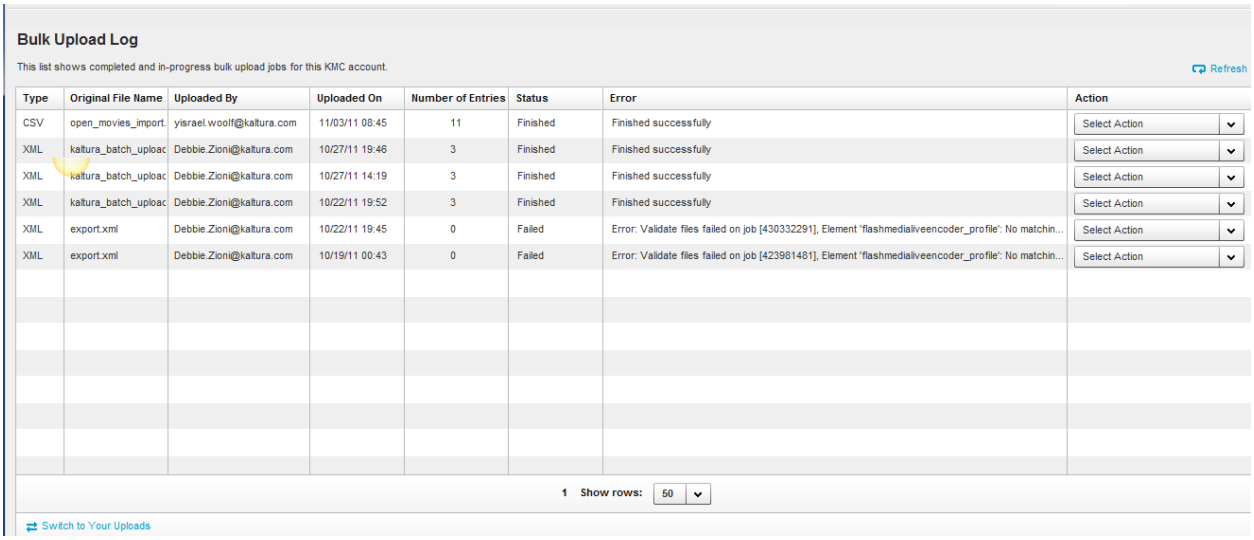
The Upload Control feature, located on the upper right of the screen, indicates the number of uploads in progress.

2. Click **Upload Control** to display the file uploads and to view additional information.



You can display completed and in-progress bulk upload jobs. (optional)

3. Click **Switch to Bulk Upload Log,** located on the bottom left corner of the screen.



To revert back to Upload Control, click Switch to your Uploads.

After the upload process is complete, media is managed through the **Contents** tab.

Preparing Entries

The following options are available:

- Prepare Video Entry
- Prepare Audio Entry
- Prepare Live Stream Entry
- No Content Entries

Prepare Video Entry

Use this option to prepare metadata and publishing settings for a video entry before its related media files are ready for upload. This option enables a flexible entry preparation workflow and is especially useful when video files are:

- Transcoded by a local transcoder
- Processed while content editorial work is being done in the KMC
- Processed after content editorial work is completed in the KMC

Workflow: To prepare a video entry

1. Prepare a video entry in the KMC and fill in its metadata and publishing settings. See Managing Metadata and Categories.
2. Add the media source file or the locally generated Transcoding Flavors to the entry. Use the entry's Flavors tab to add files or flavors. See The Flavors Tab.

Ingestion Status

The ingestion status of an entry that you create with the **Prepare Video Entry** option automatically is set to **No Media**. The status remains No Media until one or more media files are added to the entry.

No Media Entry

An entry that you create with the **Prepare Video Entry** option is saved as a No Media in the Kaltura system until you add content.

A No Media remains available in the **Content > Manage** tab for further editing.

Prepare Audio Entry

Use this option to prepare metadata and publishing settings for an audio entry before its related media files are ready for upload. This option enables a flexible entry preparation workflow when audio files are:

- Transcoded by a local transcoder
- Processed while content editorial work is being done in the KMC
- Processed after content editorial work is completed in the KMC

Workflow: To prepare an audio entry

1. Prepare an audio entry in the KMC and fill in its metadata and publishing settings.
2. Later, add the media source file or the locally generated Transcoding Flavors to the entry. You use the entry's Flavors tab to add files or flavors. See Preparing Metadata for a Video Entry.

Ingestion Status

The ingestion status of an entry that you create with the **Prepare Audio Entry** option automatically is set to No Media. The status remains **No Media** until one or more media files are added to the entry.

No Media Entry

An entry that you create with the Prepare Audio Entry option is saved as a No Media Entry in the Kaltura system until you add content.

A No Media Entry remains available in the **Content > Manage** tab for further editing.

Prepare Live Stream Entry

Use this option to create a live stream entry.

Select **Live Stream Entry**, to provision a live stream on the CDN. The live stream should be configured with your encoder IP address.

After the live stream is provisioned, you can set the entry metadata and specific broadcasting settings in the KMC's **Content > Manage** tab.

For more information see Workflow for Setting up Live Streaming.

No Media Entries

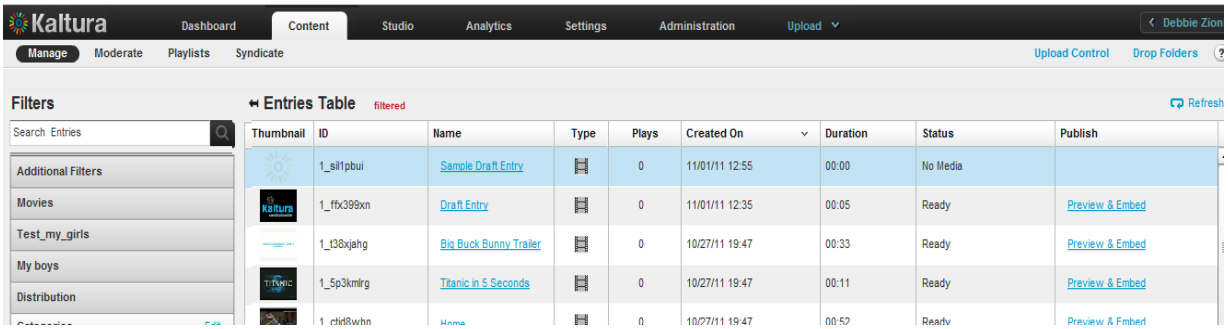
No Media entries are entries created without actual content, and are used as a container for adding content.

You can add or attach content at a later time, by using the `BaseEntry->addContent` action and use one of the `KalturaResource` resources. See Kaltura API documentation.

To create a No Media Entry

1. Select the Upload tab.
2. Select **Video Entry** or **Audio Entry**.
3. Enter a Name (required) and other information (optional) in the New Entry Window.
4. Click Save and Close.

   The ingestion status for a No Media entry is No Media.
   The following is an example of a No Media in the KMC.



Key Benefits and Functionality

You can control the order of ingestion, create a No Media entry with metadata and attach video later. You can prepare a Kaltura media entry and add the relevant media files after uploading content, to enable an efficient and fast paced content ingestion operation. You can create a new media entry in the KMC and set its metadata and publishing information beforehand, or in parallel, to the actual media processing. You can then add the related media files to the existing entry when ready. For more information see Preparing Metadata for a Video Entry.

You can use your own transcoders, and ingest the output flavors to Kaltura. See Add the Transcoding Flavors File.

Publishers can ingest media assets/files that have already been transcoded locally into multiple flavors and then ingest the files into a Kaltura entry managed from the KMC. This is a Premium option that can be configured by your Account Manager. Ingestion can be done via uploading through the KMC UI, linking to an existing hosting site, submitting an XML with file links or using the Kaltura API.

Host Videos at your Preferred Location and Link to Kaltura

This use case is typically combined with transcoding performed on the publisher's side, after which the output files are pushed directly to CDN hosting, or to a local intranet delivery source.

In this case, Kaltura essentially only manages the metadata while media files themselves are delivered directly from the publisher through a CDN to the viewer.

Linking between the files and a Kaltura entry can be done through the KMC, API, or drop folder xml ingestion. See Using a Drop Folder.

Replacing Video Assets for a Kaltura Entry

Publishers can replace media files of an existing media entry when needed.

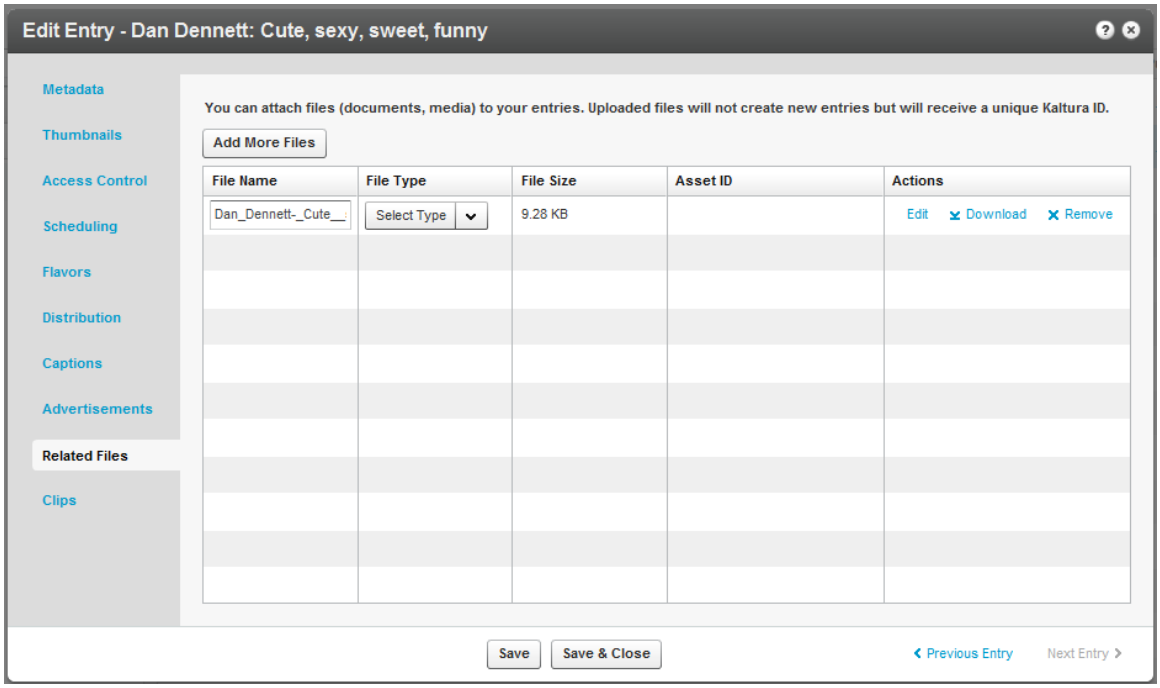
This feature:

- Is especially useful when media assets need to be re-edited by the publishers following ingestion to Kaltura.
- Enables seamless replacement of media even if media is already published/ syndicated/distributed – media is replaced in all published instances.
- Replaces all multiple-bitrate media assets flavors **in one transaction**.
- Allows review and approval of new media prior to the actual replacement.
- Is an integral part of the entry life-cycle and content management workflow

For more information see Replacing Media.

Uploading and Modifying Related Files

You can attach files (documents, media) to your entries. Uploaded files will not create new entries but will receive a unique Kaltura Asset ID. Use the **Related Files** tab to upload files associated to entries. Related files are not stored with the entries on the Kaltura platform and are referenced using an Asset ID.



To upload related files

1. Select the Content tab and click on an entry.
2. Select the Related Files tab and click Add More Files.
3. Select a file and click Open.
4. Select the File Type from the drop down menu.

   The related file will immediately begin uploading. Once the upload is complete, you can edit the file details (title, description), download the file, or remove it.
5. Click Save.

To edit related files

1. Select the Content tab and click on an entry.
2. Select a File and select Edit Download or Remove.

CHAPTER 3

Transcoding and Processing

This section contains the following topics:

- Transcoding
- Adding a Transcoding Profile
- The Flavors Tab
- Supported Formats for the SaaS Edition

Transcoding

When a video is uploaded to the KMC, the video is associated with a conversion profile, also known as a Transcoding Profile. A Transcoding Profile may be comprised of a single flavor or multiple flavors. For each upload session, you can select the Transcoding Profile. You can also set a default Transcoding Profile.

A transcode is made from taking an encoded piece of video and then converting it into one or more newly and more compressed streams that can then be played in a player on a computer or mobile device depending on the settings and methods used.

Kaltura flavors are transcoded versions of an entry that are used to specify resolutions and formats. You can select to generate or add multiple flavors to an entry, including flavors geared towards displaying media on mobile devices (low bandwidth, small screens, and/or HTML5 supporting devices). A flavor is a single output file with its specific file type, bit-rate, GOP size, that may be used for playback, download or editing.

The Kaltura platform supports ingestion of all forms of rich media (including video, images, audio, PDF, SWF files, etc.), and allows you to define different transcoding profiles, depending on your publishing needs.

Additional transcoding flavors can easily be added for publishing across different devices, network bandwidths and screen sizes. Kaltura's transcoding decision layer engine supports more than 60 video and image formats as well as 140 video and audio codecs.

When you upload content you determine what type of flavors you want to associate with your output.

There are three transcoding profiles that are automatically created for new accounts:

- **Default** - the flavors included in the default transcoding profile of the account. These flavors appear in the main Transcoding Settings page.
- **Source Only** - uploads the source file, but does not transcode it; the source is the original file uploaded as is. Other flavors will not be created.
- **All Flavors** - transcodes uploaded files into all of the flavors defined in the main Transcoding Settings page. See Transcoding Settings Page.

Converting Videos into Multiple Flavors (Optimized Output Files)

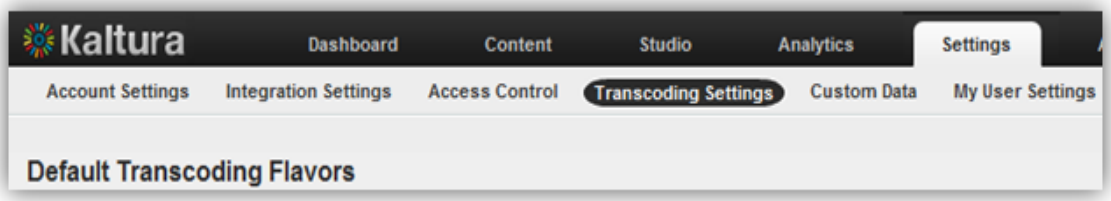
Kaltura’s player provides optimal playback by using adaptive bitrate technology that automatically selects the most appropriate file for playback, based on the viewer’s specific connection and other parameters.

Getting content onto the platform is the first step and selecting transcoding information is part of the upload session. For a quick and simple upload, use the default flavors that are provided and that can be enabled/disabled from the transcoding profile you want to use. See Default Flavors.

Transcoding Settings Page

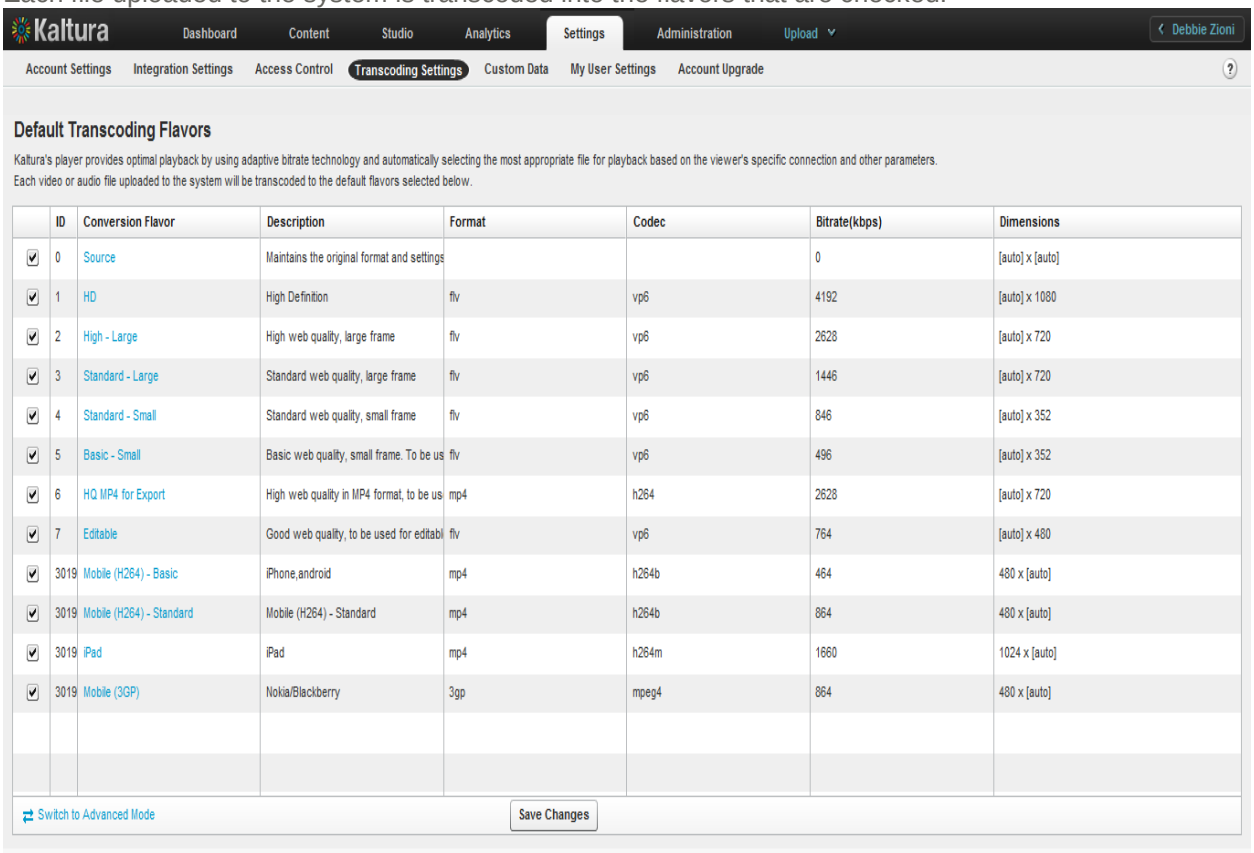
To display the default flavors for transcoding your content

- Select the Settings tab and then select Transcoding Settings.



The Default Transcoding Flavors window is displayed which contains the flavor selection of the Default Transcoding profile.

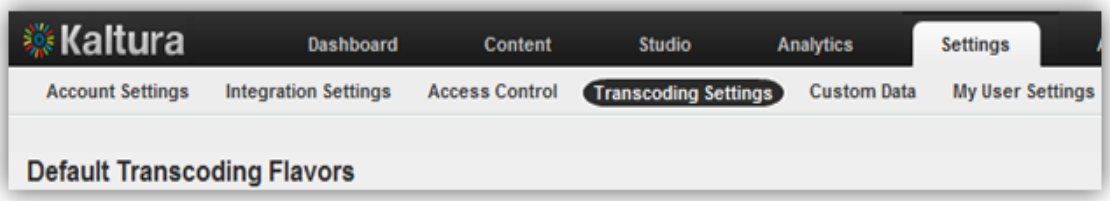
Each file uploaded to the system is transcoded into the flavors that are checked.


Kaltura
Dashboard
Content
Studio
Analytics
Settings
Administration
Upload
Debbie Zioni
Account Settings
Integration Settings
Access Control
Transcoding Settings
Custom Data
My User Settings
Account Upgrade
Default Transcoding Flavors
Kaltura's player provides optimal playback by using adaptive bitrate technology and automatically selecting the most appropriate file for playback based on the viewer's specific connection and other parameters.
Each video or audio file uploaded to the system will be transcoded to the default flavors selected below.
ID
Conversion Flavor
Description
Format
Codec
Bitrate(kbps)
Dimensions
0 Source Maintains the original format and settings 0 [auto] x [auto]
1 HD High Definition flv vp6 4192 [auto] x 1080
2 High - Large High web quality, large frame flv vp6 2628 [auto] x 720
3 Standard - Large Standard web quality, large frame flv vp6 1446 [auto] x 720
4 Standard - Small Standard web quality, small frame flv vp6 846 [auto] x 352
5 Basic - Small Basic web quality, small frame. To be us flv vp6 496 [auto] x 352
6 HQ MP4 for Export High web quality in MP4 format, to be us mp4 h264 2628 [auto] x 720
7 Editable Good web quality, to be used for editabl flv vp6 764 [auto] x 480
3019 Mobile (H264) - Basic iPhone,android mp4 h264b 464 480 x [auto]
3019 Mobile (H264) - Standard Mobile (H264) - Standard mp4 h264b 864 480 x [auto]
3019 iPad iPad mp4 h264m 1660 1024 x [auto]
3019 Mobile (3GP) Nokia/Blackberry 3gp mpeg4 864 480 x [auto]
Switch to Advanced Mode
Save Changes

Editing and Creating Transcoding Profiles

To edit a Transcoding Profile

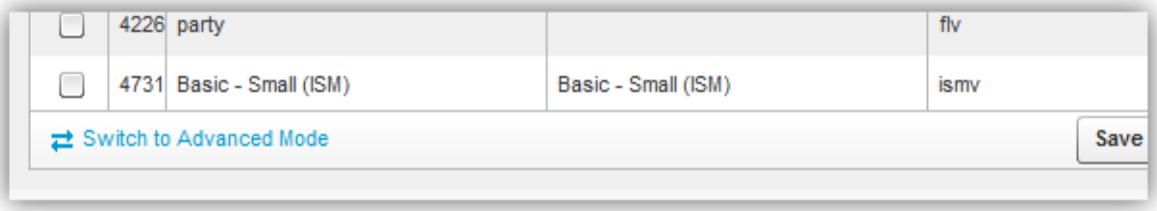
1. Select the Settings tab and then select Transcoding Settings.



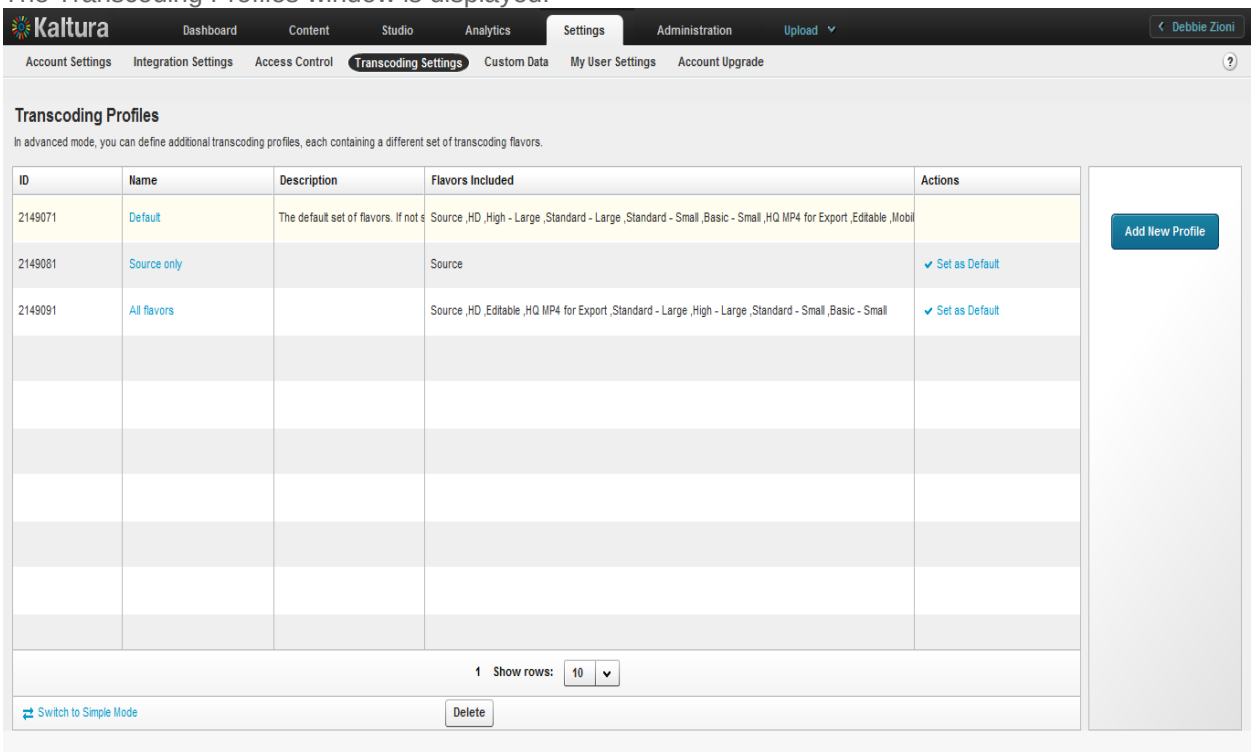
The Default Transcoding Flavors window is displayed showing the flavors you selected for the Default Transcoding profile.

.

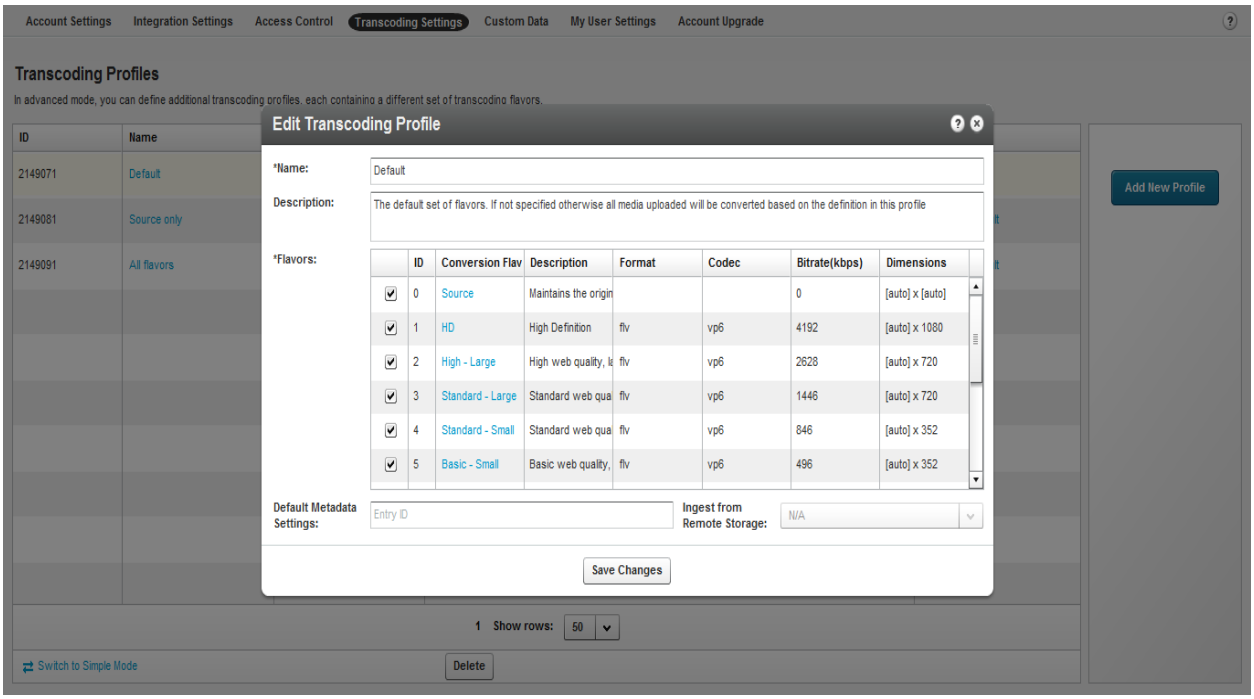
2. On the lower left corner, click on Switch to Advanced Mode.



The Transcoding Profiles window is displayed.



3. Click on a Transcoding Profile (Name) to edit or click Delete to remove a transcoding profile.

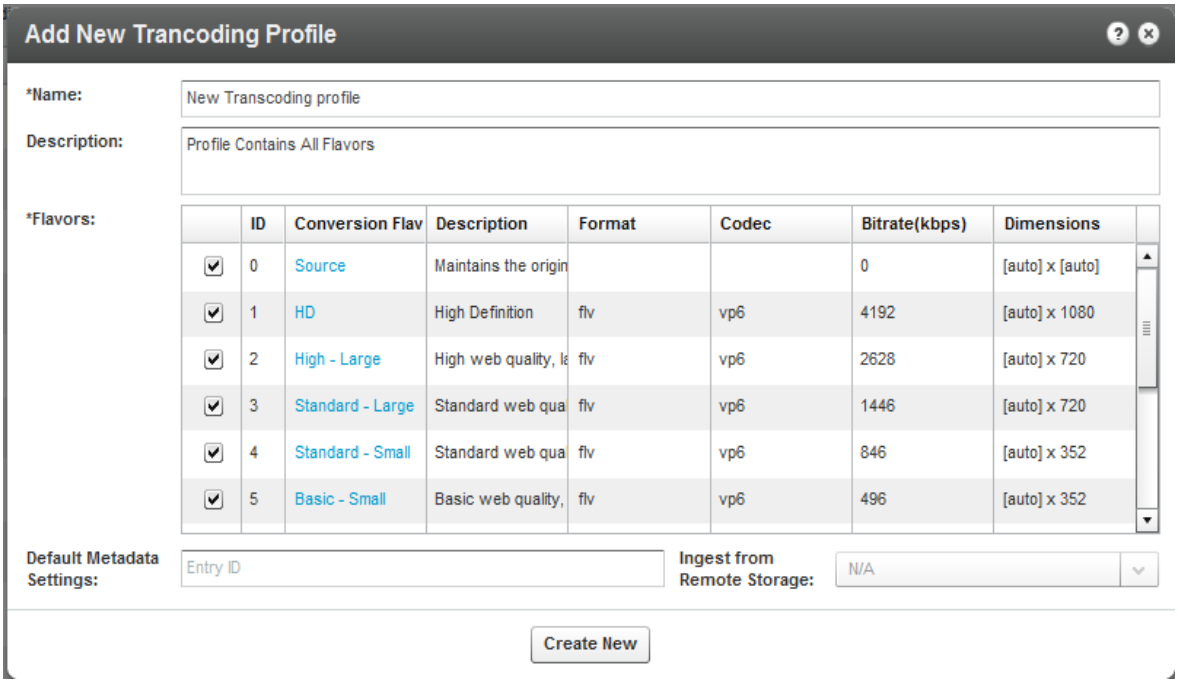


4. Use the checkbox to select flavors to add or remove.
5. Enter the Default Metadata Settings Entry ID (Optional). This feature is useful if you want to set default metadata settings such as tags/categories to files you ingest. See XREF
6. If your account is used and configured to ingest content from Remote Storage- select the remote storage name from the menu (Optional).
7. Click Save Changes.

Adding a Transcoding Profile

To create a Transcoding Profile

1. Select the Settings tab and then select Transcoding Settings.
2. On the lower left corner, click on Switch to Advanced Mode.
3. Click Add Profile.


Add New Trancoding Profile
*Name:
New Transcoding profile
Description:
Profile Contains All Flavors
*Flavors:
ID
Conversion Flav
Description
Format
Codec
Bitrate(kbps)
Dimensions
0 Source Maintains the origin [auto] x [auto]
1 HD High Definition flv vp6 4192 [auto] x 1080
2 High - Large High web quality, l flv vp6 2628 [auto] x 720
3 Standard - Large Standard web qua flv vp6 1446 [auto] x 720
4 Standard - Small Standard web qua flv vp6 846 [auto] x 352
5 Basic - Small Basic web quality, flv vp6 496 [auto] x 352
Default Metadata Settings:
Entry ID
Ingest from Remote Storage:
N/A
Create New

The Add New Transcoding Profile window is displayed. You can view the available transcoding flavors, or add new Transcoding Profiles and create profiles for different use cases.

4. Enter a Name and Description for the Transcoding Profile.
5. Select the flavors out of the available flavors on your account, to apply to the source video you upload.

   The flavors you select become active.
6. Edit the flavor's options. (Optional). Click on an active flavor name to open the flavor settings in this Transcoding Profile.
7. For extra fast publishing, set the Impact On Entry Readiness field to Required, for the minimum set of flavors and the rest of the flavors to Optional.(optional)

   Use this option to publish your content even faster. See Quick Publishing .
8. Enter the Entry ID for the Default Metadata Settings. (optional) See Preparing Metadata for a Video Entry.

   The entry's metadata fields will be added to the transcoding profile. Each new entry that will be transcoded using the profile will include those metadata fields. (You can create a "Metadata template".)
9. Select the Remote storage name, for linking new entries to media assets located on your CDN or remote storage, if applicable, to your workflow. Otherwise this feature will be disabled with a N/A indication. See Link to Remote Storage.
10. Click Create New to create the profile or Save changes if you are editing the profile.

Quick Publishing

A popular requirement for news websites and video publishers is to publish videos as quickly as possible. Kaltura allows you to control video asset readiness speed by allowing you to configure the ingestion process to your needs.

By default, a video entry is not at the 'Ready' status (for publishing) until all of the required flavors (by default the required set of flavors is the minimal set of flavors required for web playback) are created. If many flavors are included in the transcoding profile, the conversion process may take many minutes, which is often not fast enough for breaking news videos.

You can configure whether a certain flavor's readiness is required or not, so that you can publish your content quickly.

For example, assuming the source flavor is a web-playable entry created using h264 for web and mobile. You can configure h264 as the required flavor, while all other flavors are optional. The entry will receive the "Ready" state for publishing immediately after the upload is complete. The other flavors will then be processed and added to the entry in the background subsequently, after a short processing period

See http://blog.kaltura.org/extra-fast-publishing for more information.

NOTE: The same flavor may have different settings in a different transcoding profile, which allows for greater publishing flexibility).

Editing Options for Flavors in a Transcoding Profile

The following options may be edited for each transcoding flavor selected in a Transcoding Profile:

- **Impact on Entry Readiness** –Determines the impact of each specific transcoding flavor on entry readiness for publishing. See Quick Publishing.

The options are:

- **Required** – The entry will not be set to a Ready state until the processing of the specific transcoding flavor is complete. To expedite video readiness we recommend applying the 'Required' setting to a single flavor that is required for playback on each required environment. For example, if the source file is an MOV that cannot be played on the web, flagging only one lowest quality FLV or MP4 flavor as 'Required' will ensure the video will be published as quickly as possible while the other flavors are being prepared.
- **Optional** – The entry may be set to a Ready state before the processing of the specific transcoding flavor is complete. When no other Transcoding Flavor within the Transcoding Profile is set as required, completion of the processing of any Optional flavor sets the entry to the Ready state. We recommend using this option for most flavors to increase speed of readiness.
- **No Impact** – Determining entry readiness is not affected by the presence of this transcoding flavor. This is usually the default setting for the "Source" transcoding flavor.
- **Use Kaltura Transcoding** – Determines whether to use the Kaltura transcoding engine for generating each specific transcoding flavor. This option is enabled only when your account is set to support the ingestion of multiple bit-rate transcoding flavors generated by your local transcoder. If Kaltura performs transcoding of all flavors except the 'source' file, this option should be set to **Always**.

The options are:

- **Always** – Kaltura's transcoding engine always will be used for generating the specific Transcoding Flavor.
- **Never** – The Kaltura transcoding engine will not generate the specific transcoding flavor. This is a fixed setting for the "Source Flavor" which always is added to the entry with no additional processing. This option should also be used when your account's content ingestion workflow relies on a local transcoding engine and when the ingestion of the previously transcoded Flavor to Kaltura should always take place, bypassing Kaltura's conversion processing.
- **As a Fallback** – The system expects to add this transcoding flavor from a local transcoding engine, but will use Kaltura's transcoding engine as a fallback to convert to this flavor when the flavor is not received as part of the ingestion request. This option adds flexibility when you want to use your local transcoding engine while utilizing Kaltura's transcoding engine as a fallback option.

- **System Name (Optional) –** The system name is used to identify the flavor in client-side applications. For example, to mark a specific flavor as suitable for playback on iPad devices, the system name was set to iPad.
- **Flavor Generation Policy** – You can bypass Kaltura's transcoding optimization, and force specific flavors to be generated even when though they are detected as redundant by the Kaltura transcoding optimization module.
    - Use Kaltura's Optimization - Kaltura's optimization routine decides whether it is worth-while to create a flavor (For example if the source video is of lesser quality than the flavor, the optimization routine will not create the flavor).
    - Force Flavor generation –Select this option to override the Kaltura optimization routine and create a flavor regardless of whether or not it is redundant quality wise (For example, when a publisher has to distribute the video through a broadcast channel that requires specific flavor specifications, the flavor must be created.)

Assigning a Transcoding Profile to a Bulk Upload

A default Transcoding profile is included with the KMC. After you create a Transcoding Profile, an ID is created and listed in the Transcoding Profiles page.

To assign a transcoding profile other than the default profile, to a bulk upload

- Set the ID from the Transcoding Profiles to the conversionProfileId in your CSV.
- Set the ID from the Transcoding Profiles List to the conversionProfileId in your XML file.

Useful Tips for Working with Transcoding Profiles

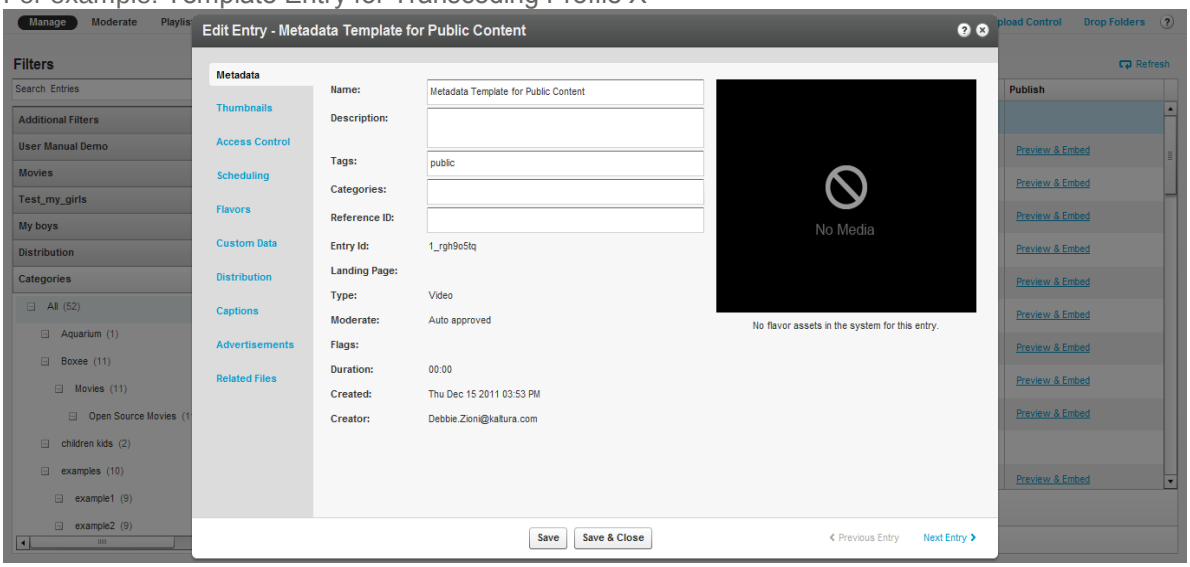
If you want to configure your KMC account to support automated content ingestion workflows, you can optionally add default metadata settings from an existing entry. The default entry metadata setting automatically will populate the new content when using each specific transcoding profile.

For example, you want to target two distinct audiences with your videos, the first is public facing videos and the second is internal company videos.

You can create two transcoding profiles, one for each of your target audiences, even though you might convert them to the same flavors you can use different “default metadata settings” so your public facing videos will have their specific metadata values, while the internal company videos can have different fields or data. All this is done automatically after you prepare one template entry for the process.

To use metadata settings with transcoding profiles

1. Create the template entry you want to use:
   Create a “No media” entry, using the upload menu. See Prepare Video Entry.
2. Prepare the metadata. See Preparing Metadata for a Video Entry.
   For example: Template Entry for Transcoding Profile X”

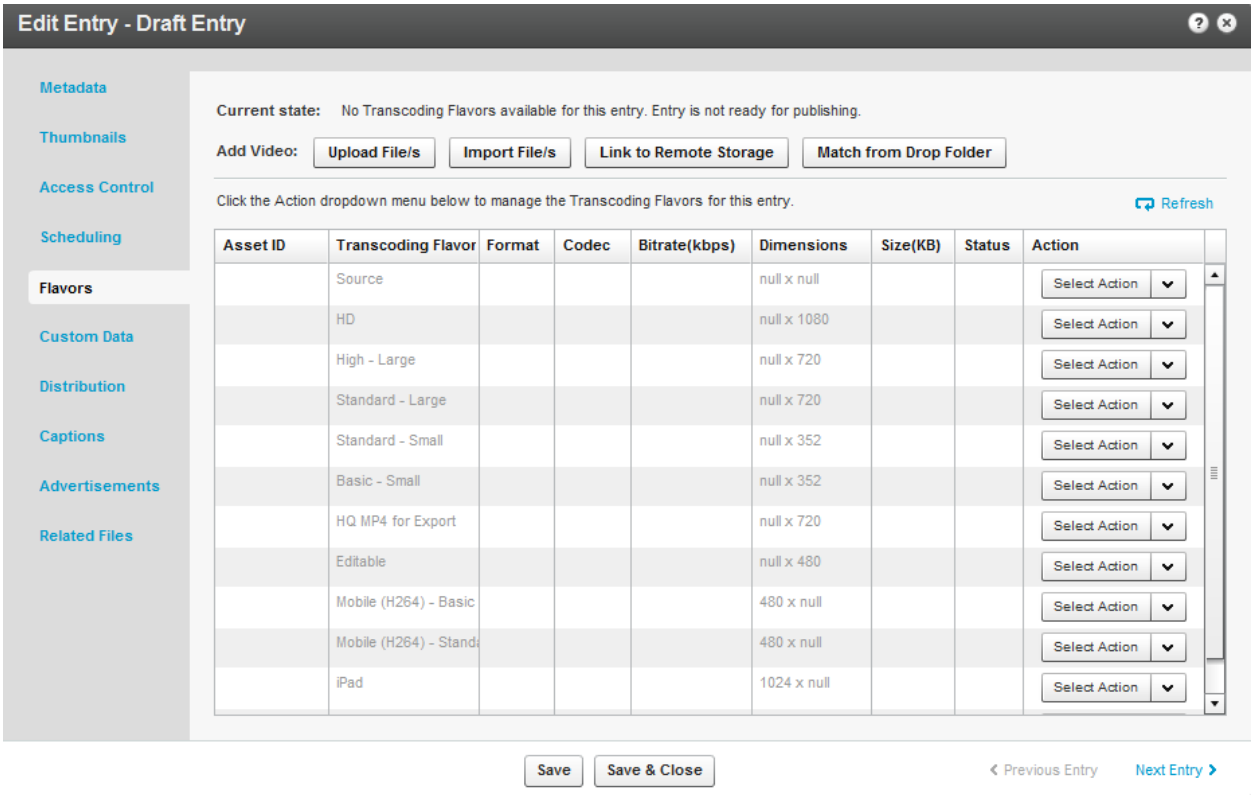


3. If you use custom metadata, edit the entry metadata fields. For example you can enter data that reflects the template data for your company, such as your “company name” field since your company name is unlikely to change.
   If you do not use custom metadata, click here to learn more about it.
   You next have to set the template entry on the transcoding profile.

4. Go to the Settings tab and select the Transcoding Profiles menu.
5. Select the flavors of your default transcoding profile.
6. Click Switch to Advanced Mode link at the bottom of the page.
7. Edit the transcoding profile you wish to create a template entry for, by clicking on it.
8. In the Edit Transcoding Profile window, enter the Entry ID you want to set as the template entry in the Default Metadata Settings field.

The Flavors Tab

The Flavors tab in the Edit Entry window allows you to manage the *flavors* that are available as well as replace media files and their transcoding flavors.


Edit Entry - Draft Entry
Metadata
Thumbnails
Access Control
Scheduling
Flavors
Custom Data
Distribution
Captions
Advertisements
Related Files
Current state: No Transcoding Flavors available for this entry. Entry is not ready for publishing.
Add Video: Upload File/s Import File/s Link to Remote Storage Match from Drop Folder
Click the Action dropdown menu below to manage the Transcoding Flavors for this entry.
Refresh
Asset ID | Transcoding Flavor | Format | Codec | Bitrate(kbps) | Dimensions | Size(KB) | Status | Action
Source | null x null
HD | null x 1080
High - Large | null x 720
Standard - Large | null x 720
Standard - Small | null x 352
Basic - Small | null x 352
HQ MP4 for Export | null x 720
Editable | null x 480
Mobile (H264) - Basic | 480 x null
Mobile (H264) - Stand | 480 x null
iPad | 1024 x null
Select Action
Save
Save & Close
Previous Entry
Next Entry

Use the flavors tab to:

- Add video or audio media to a new entry you created (when the entry status is No Media).
- Replace the media of an existing entry (when the entry status is Ready or Error).
- View the list of flavors that the system created for an entry and apply the following actions:
  - Preview or delete a flavor.
  - Download the transcoded file to your desktop.
  - Upload a file from your desktop you that transcoded on your own, to serve as a flavor for an entry.
  - Upload a file from a drop folder to set as the transcoding flavor
  - Import the flavor from a URL.
  - Convert or reconvert to transcode an entry to additional flavors.

After the transcoding process is complete, the new file replaces the old file and the original file is deleted.

When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can use the Action menu to add or replace a single Transcoding Flavor in an entry.

Add Video/Audio

The Flavors tab displays several Add Video/Audio options when an entry is not yet associated with any media that is, the entry status is No Media. See No Media Entries. You can also replace media content. See Replacing Media.

Upload Files

Use this option to add media to an existing entry by uploading one or more files from your desktop.

To upload content and flavors to a No Media entry

1. Click Upload File/s to open a standard desktop file selection window.

   The uploaded file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can select multiple flavor files.
2. Select the files from your desktop, confirm your selection, and set the relevant Transcoding Flavor that the uploaded file will be transcoding by.

   The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.
3. Click Upload to confirm your upload request.

The KMC immediately starts processing the file uploads. The uploaded file will be added to the entry and flavor conversion processing starts.

Import Files

Use this option to add media to an existing entry by importing a media file from your existing web host or FTP server. The option is displayed when the entry status is No Media.

To import content and flavors to a No Media entry

1. Click Import Files to set your media file URL.

   The imported media file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can set multiple URLs.
2. Set the relevant Transcoding Flavor that the imported file will be transcoded by. The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.
3. Click Import to confirm your import request.

An import request is submitted to the Kaltura server. The imported file will be added to the entry and flavor conversion processing starts.

Link to Remote Storage

Kaltura's Remote Storage and Delivery solution enables publishers to manage their video assets and account settings on Kaltura's hosted video platform while actually storing the content on their own remote network storage location, and delivering the content from the same remote location. Kaltura's remote storage and delivery capabilities are fully integrated with the platform's ingestion, transcoding and publishing workflows, and provide system flexibility for addressing publishers' specific storage and delivery needs.

You can link content to remote storage from the KMC User Interface. The Link to Remote Storage option is useful for partners that use their own transcoder and also host and deliver content on/from a remote storage (e.g. CDN storage, internal organization storage). The partner's transcoder generates the flavors. After the files are uploaded directly to the remote storage it is only necessary to indicate which flavors to link to an entry in Kaltura. The connection of the remote storage profile to the transcoding profile is used for this purpose.

Contact your Kaltura account manager to learn more about how this feature can simplify your workflow, and to activate and configure remote storage on your account.

Match Files from Drop Folder

Use this option to match media to an existing entry from your account's drop folder. This option is displayed when your account is set with a drop folder configuration. For more information see Kaltura Drop Folder Service for content Ingestion.

Replacing Media

You can replace media content when an entry is ready for publishing or when a media processing error occurred. The entry itself, with its current metadata, entry ID, and analytics information, remains unchanged.

All Transcoding Flavors are replaced as one unit to ensure that inconsistency errors do not occur between old and new Transcoding Flavors at any given time.

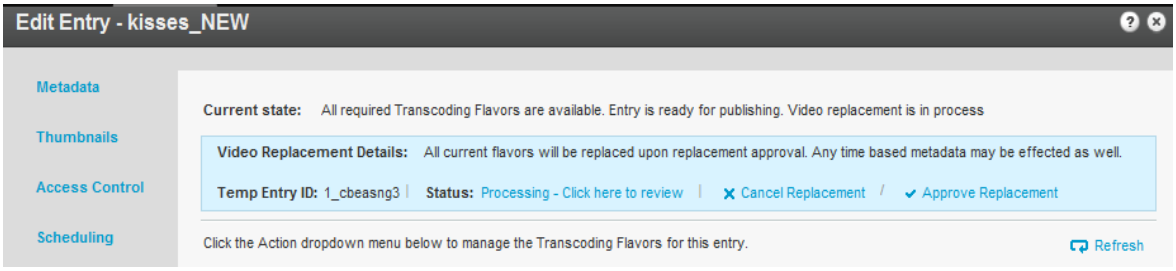
You can review the Transcoding Flavors of the new media file in a temporary entry that is available for this purpose only. After you approve media replacement, all of the entry's existing Transcoding Flavors are deleted and will be replaced by the new ones.

To replace media

1. Select the **Content** tab and click on an entry.
2. Select the Flavors tab.
3. Click on an entry.
4. Select the replacement method.

   See Upload Files, Import Files, Link to Remote Storage or Match Files from Drop Folder. After you trigger the action, a link to review the new Transcoding Flavors generated for the new media becomes available on the Flavors tab.

   Click on Processing – Click here to review to see the transcoding process. You can then review the new Transcoding Flavors, and approve or cancel your selection...
5. Click Approve Replacement. All current flavors are replaced when you approve the replacement or click Cancel Replacement to cancel your actions.


Edit Entry - kisses_NEW
Metadata
Thumbnails
Access Control
Scheduling
Current state: All required Transcoding Flavors are available. Entry is ready for publishing. Video replacement is in process
Video Replacement Details: All current flavors will be replaced upon replacement approval. Any time based metadata may be effected as well.
Temp Entry ID: 1_cbeasng3
Status: Processing - Click here to review
Cancel Replacement
Approve Replacement
Click the Action dropdown menu below to manage the Transcoding Flavors for this entry.
Refresh

When you trim an entry, you trigger a similar process that replaces existing flavors with the trimmed version.

Display Mixes

The Mixes tab is only displayed used with Kaltura's legacy editors, for entries that are used inside an editing mix, and for video mix entries. When the entry you are reviewing is a single file (video, image, audio), then the Mixes screen will include a table that displays any and all video mixes that the entry has been used in. If the entry you are reviewing is a Video Mix, then the Mixes screen will include a table that displays all of the single entries that are included in the mix. When you click on the name of an entry, you will be routed to the detailed information of that specific entry.

Supported Formats for the SaaS Edition

This section provides information on common formats and codecs supported by the Kaltura SaaS Video Platform. Additional formats and codecs may be added upon request, please contact Kaltura to discuss any formats or codecs that are not included here.

Supported Source Formats

The following source formats are supported –, for example, formats that can be ingested by the Kaltura platform (Additional formats may be supported as well but have not been verified):

FLV/F4V, MOV/MP4/QT/M4V, AVI, 3GP, ASF/WMV, MPG/M1V/M2V, MKV, Ogg, RM, WEBM

Supported Source Codecs

The following codecs are supported (Additional codecs may be supported as well but have not been verified):

Input Video Codecs

Dvix (Div3/4/5)/DX50, DV, H263, H264/AVC, MPEG-4 Visual, MPEG-1/2, MJPG, MP42/3, IV40/50 (Indeo codecs), RV30/40, RMVB, FLV1/4, VP3/5/6/7/8, SVQ1/3 (Sorenson), XVid, Theora, WMV1/2/3, VC1, VP8, ProRes 422, ICOD, DVCPRO. PXLT

Input Audio Codecs

MP3, MP1/2, AC3, AAC, Vorbis, AMR, PCM, WMA7/8/9, WMSpeech, FLAC, QDM2, RA, Nellymoser, Cook, GSM, SPEEX.

Target Formats/Codecs

The following target formats and codecs are supported– i.e. formats and codecs that can be managed and/or displayed using the Kaltura platform:

Target Formats

FLV, MP4, AVI, 3GP, OGG, MKV, WMV, Silverlight Smooth Streaming. WEBM, MPEG, MPEG TS

Target Video Codecs

H264, H263/FLV1, Theora, MPEG-4 Visual, WMV1/2, VC1, VP6, VP8, MPEG-2

Target Audio Codecs

MP3, AAC, Vorbis, WMA/Pro, AMR NB

Delivery-specific Formats

In addition to Progressive Download and RTMP delivery methods, Kaltura supports RTSP streaming (for Blackberry devices), Akamai HD Network and Apple HTTP Live Streaming as well. Akamai HD Network and Apple HTTP Live Streaming require specially adapted target formats, which Kaltura supports as well

CHAPTER 4

Creating and Customizing Playlists and Players

This section contains the following topics:

- What is a Playlist?
- Creating a Manual Playlist
- Creating a Rule Based Playlist
- Multiple Rules Based Playlist - Advanced Mode
- Additional Playlist Configuration
- Designing and Configuring a Player
- Configuring the Player Basics Settings
- 508-Compliant Video Player
- 508 Captions Configuration
- Configuring the Player Advertising Settings
- Configuring the Player Features

What is a Playlist?

A playlist is a list of media items (videos, audios, images) that can be embedded with a player in your website. Playlists can serve as the basis for RSS feeds, content feeds to over the top devices or integrations such as Roku, Boxee. See Content Syndication.

There are two types of playlists available in the KMC:

- Manual
- Rule Based

Manual playlists allow you to select a static list of items, while Rule based playlists are dynamic, and automatically update based on what's currently available in your media library and what rules define the playlist. After you've created your playlist, you can assign a playlist to a player. See Designing and Configuring a Player.

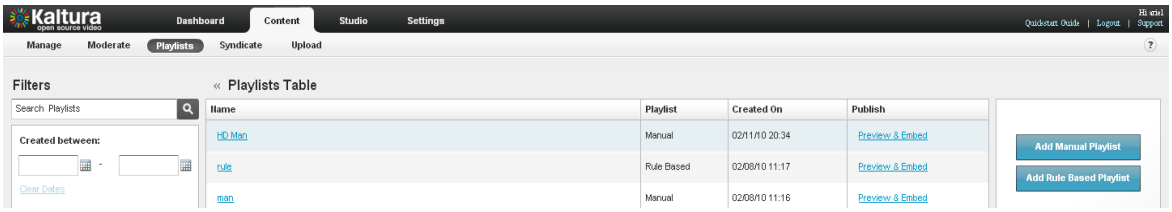
A manual playlist can have a maximum of 150 entries. A rule based playlist may have a maximum of 50 entries, however, when the playlist is used in a syndication feed the limitation is 10,000 entries.

Creating a Manual Playlist

To create a manual playlist, you manually select a group of videos to be played in the desired order. The order in which videos are played can be changed in manual playlists at any time, by using the up down arrows to set the video to the desired location within the playlist.

To create/add a manual playlist

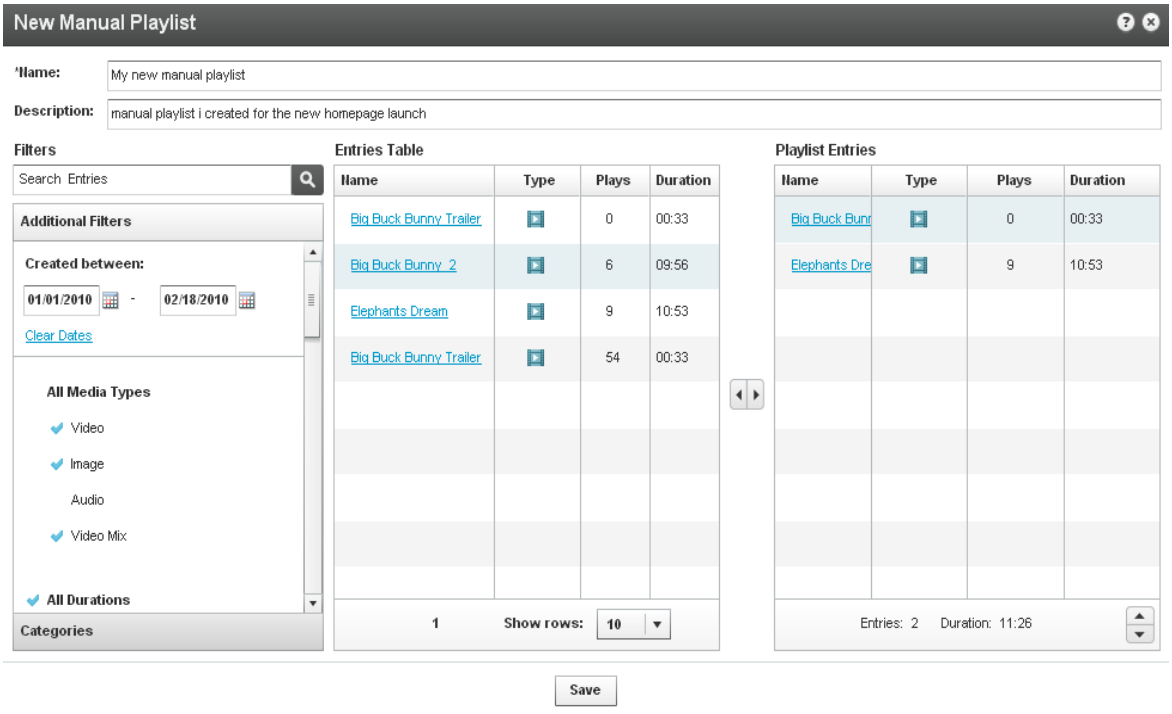
1. Select the Content tab and then select the Playlist menu.
2. Select Add Manual Playlist.



3. Enter an informative **Name** for your playlist.
4. Use the Filters to search for entries you want to include. See Locating Files – Content Search.

   The results are displayed in the Entries Table.
5. Add entries to your playlist by moving the desired entries from the Entries Table to the Playlist Entries. Use the horizontal arrows.
6. Set the order of the entries using the vertical arrows.

   Highlight the entry and then use the up down arrows to place the entries in their appropriate order. Clicking on the entry will open it for editing.
7. Click **Save** to complete the process.



Creating a Rule Based Playlist

A rule based playlist is a dynamic playlist that is automatically updated when content is uploaded or edited. To create a rule based playlist, you create a rule that selects the videos to include in the playlist. The rules may be based on the tags assigned to the videos, or you can create rules for ordering the videos and for the maximum number of videos to include. For example, you can create a “Most Viewed” playlist, a “Most Recent” playlist, as well as a playlist based on single or multiple filters, such as “videos tagged with “dogs” and created during January 2010”.

As you upload videos that match the rule, they are automatically added to the playlist.

Defining a Rule

You can define a rule that will result in your playlist content. You can use any number of filters: you can define a list of clips that all have the same tag (for example, if you enter the term "dog" into the search box and click search, a new rule-based playlist will be created for all the clips that have the "dog" tag). This list will dynamically change each time a clip is added or deleted to/from your account.

For example, you can define a rule-based playlist that consists of all the 0-4 minute video clips that were created in the past week. In addition to filtering, at the bottom of the window, you can define a preferred order for your playlist. You can order it by Most Viewed (overall, last week or last 24 hours) or Most Recent (for example, most recently added to the KMC).

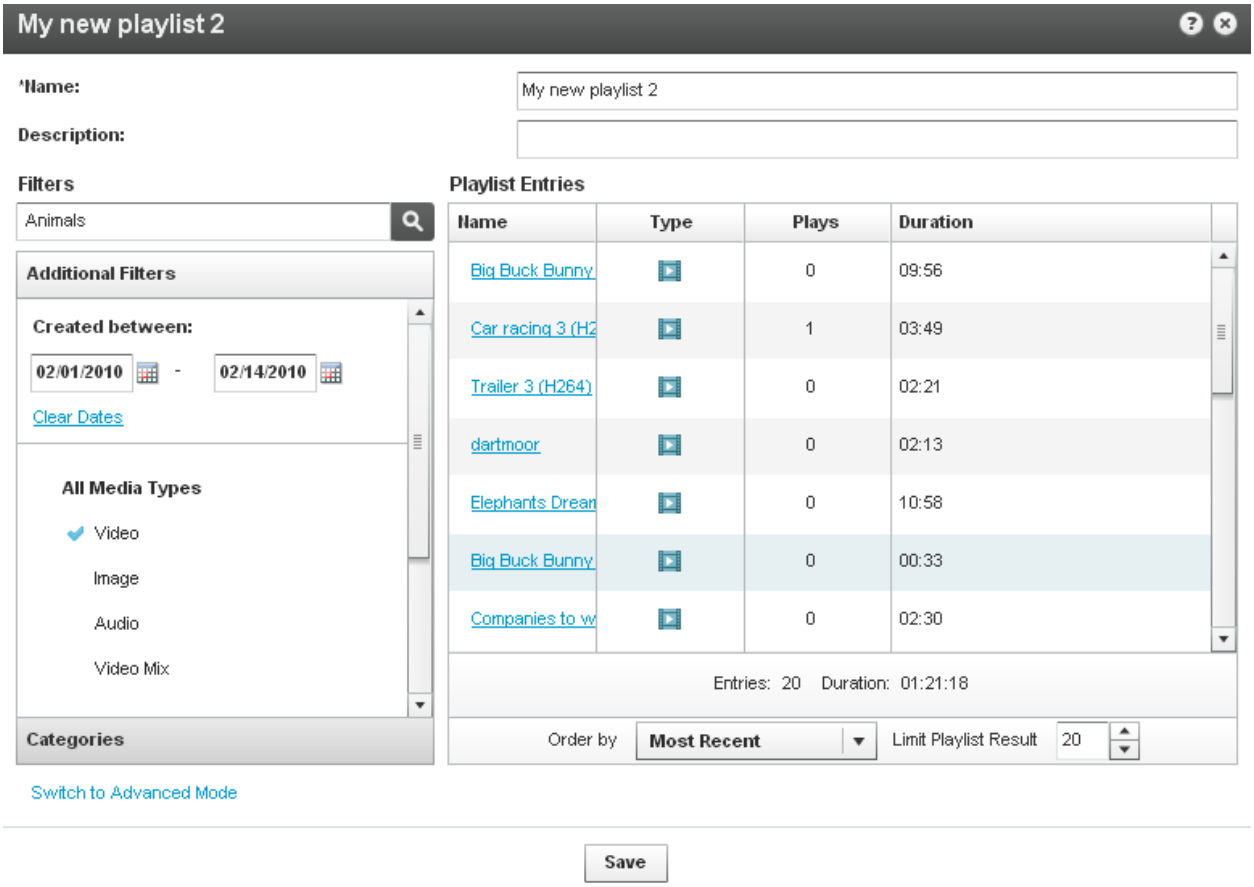
If, for example, you would like to create a dynamic playlist that at any given moment consists of the most viewed clips in the last week, all you need to do is create a new filter and select the "Most Viewed 7 Days" option from the "Order by" drop-down menu.

On the bottom of the playlist you can see the number of entries in the playlist and their total length. You can automatically limit the number of entries that will be included in the playlist by adjusting the counter positioned to the right of the "Order by" drop-down menu.

Your playlist can be based on a single rule or multiple rules. If you want to apply more than one rule to your playlist, click the "Switch to Advanced Mode" link at the bottom of the window. Note that this will clear all previous information that you have saved in your playlist.

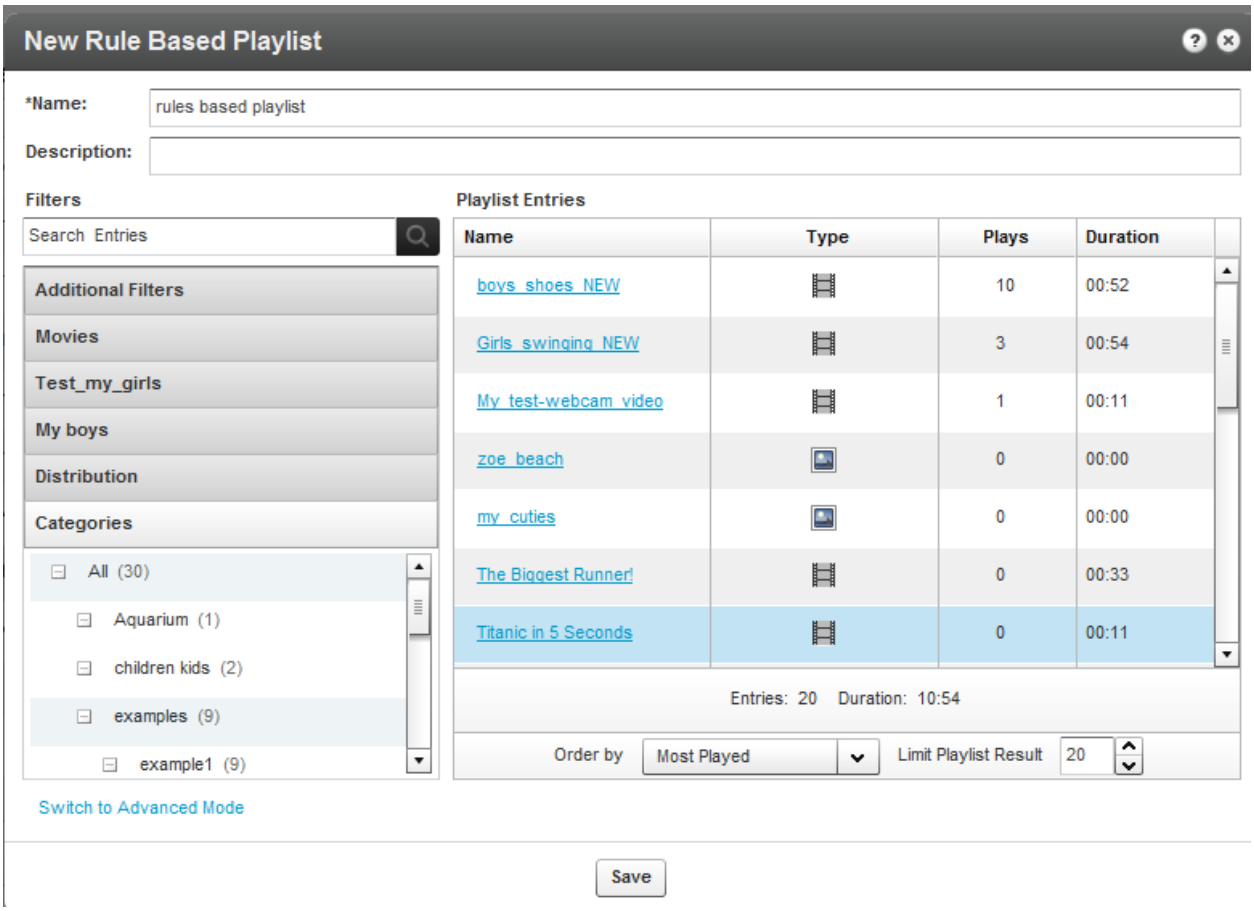
To create/add a single rule playlist

1. Select the Content tab and then select the Playlist menu.
2. Select Add Rules Based Playlist.
3. Enter an informative Name for your playlist (required).
4. Using the Filters, search for the entries you would like to include.
   The results are displayed in the Entries Table.
   You can choose more than one type of filter (for instance, text search + date + media type), the logical relationship between fields will be an "AND" relationship.
5. Select your preferred video order from the Order By drop-down menu.
6. Select the total number of entries you would like to include in the playlist via the Limit Playlist result box.
7. Click Save Changes to complete the process.



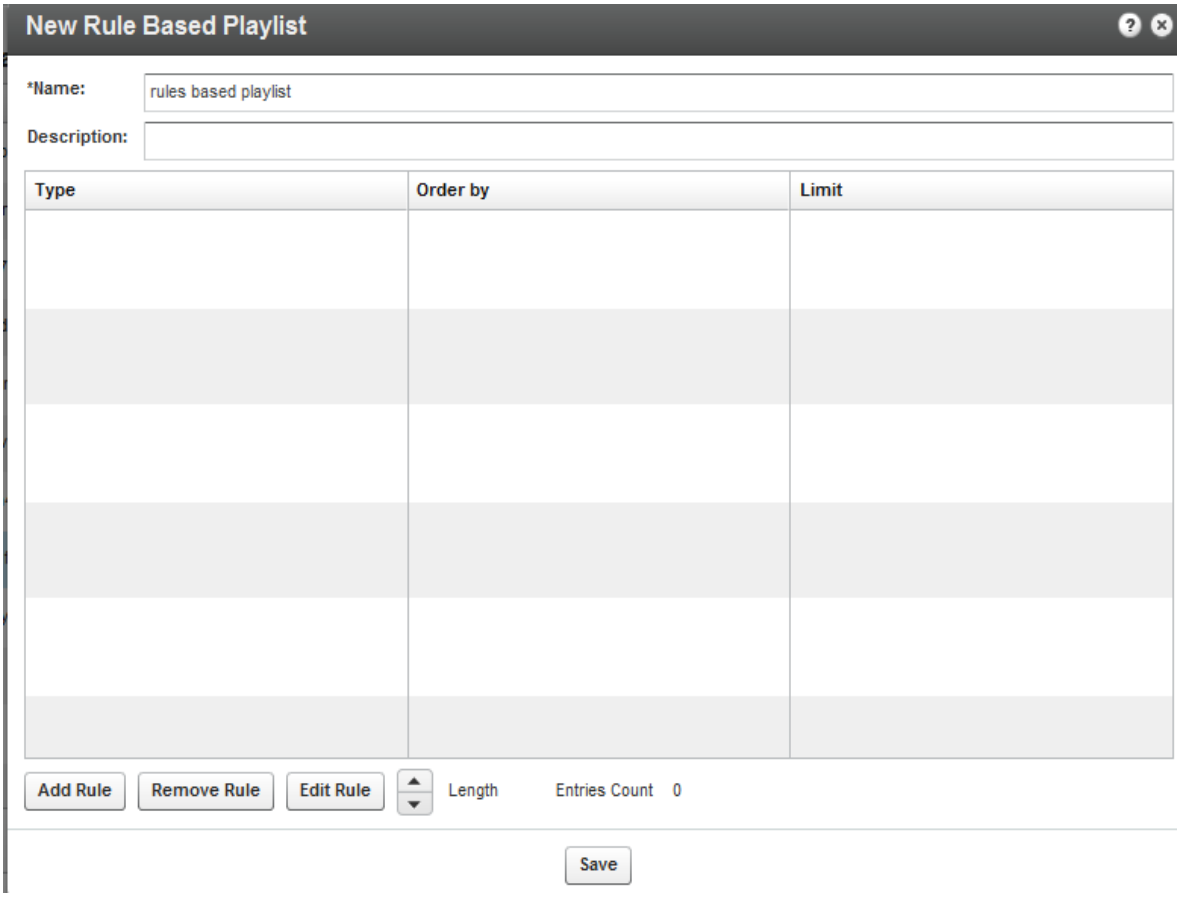
Multiple Rules Based Playlist - Advanced Mode

Use the Advanced Mode to create playlists based on multiple rules.

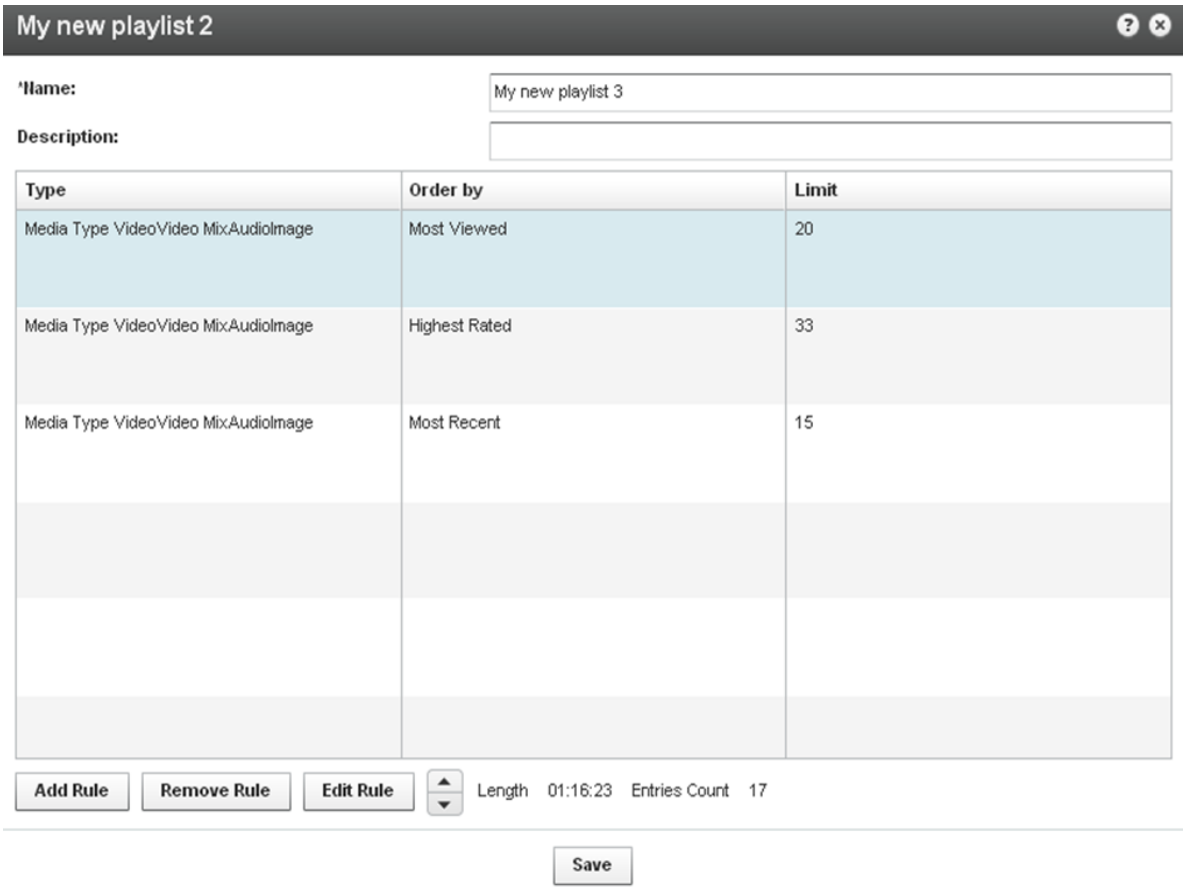


To create/add a multiple rules based playlist

1. Select the Content tab and then select the Playlist menu.
2. Select Add Rules Based Playlist.
3. Click Switch to Advanced Mode.
4. Enter a Name for your playlist (required).
5. Click Add Rule to create a new playlist rule. (See Creating a Rules Based Playlist to learn about creating rules.)



6. Add Additional rules.
7. Use the Remove Rule and Edit Rule buttons to make changes to your list of rules.



Rules are applied to the playlist in the order they appear. Use the arrows to change the order of the rules.

Additional Playlist Configuration

Other actions that you may apply to playlists include:

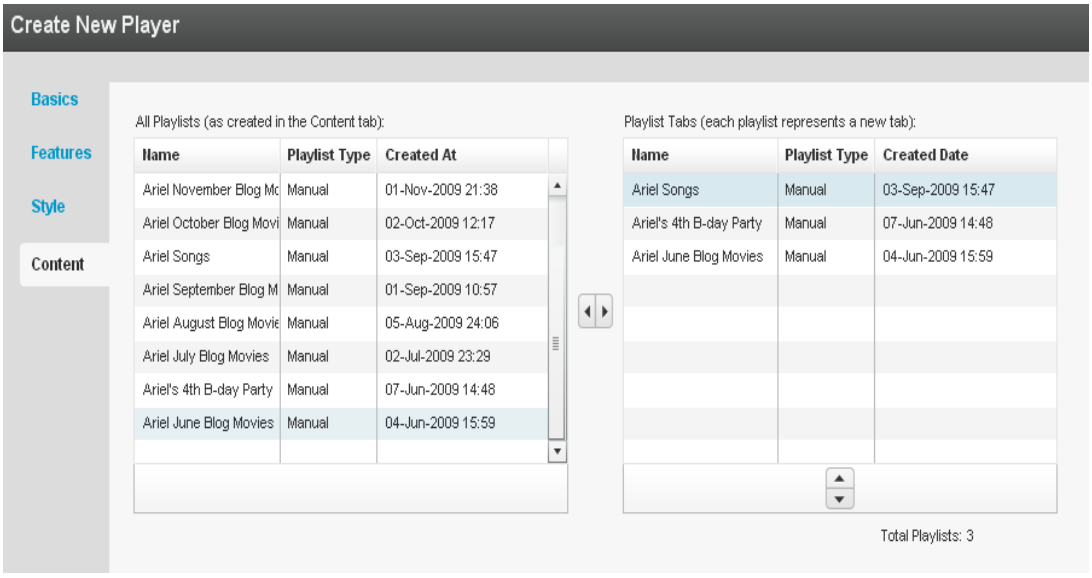
- Creating Multi-tab Playlists
- Deleting a Playlist
- Removing Videos from a Playlist
- Customizing Additional Features for Playlists

Creating a Player with Multi-tab Playlists

A Multi-tab Playlist contains multiple tabs, each containing a different playlist.

To create a multi-tab playlist

1. Select the Studio Tab and then select New Player – Multiple Playlist.
   The **Basics** tab is displayed.
2. Design and configure your playlist. See Designing and Configuring a New Player or Playlist.
3. Select the Content tab and add pre-existing playlists to your new Multiple Playlist.
   Use the arrows to select from the list of All playlists and move them to the Playlist tabs list.
4. Save Changes to complete the process.



The players will appear in the Multiplayer List. Each playlist will be displayed in a new tab.

Deleting a Playlist

To delete a playlist

1. Go to the Content tab and then select the Playlists tab.
2. Select the playlist in the workspace and click Delete.

Removing Videos from a Playlist

To remove videos from a manual playlist:

1. Go to the Content tab and then select the Playlists tab
2. Select the playlist.
3. Select one or more videos from the Playlist Entries and use the horizontal arrows to move them to the Entries table.

Removing a video from a playlist does not delete it from your content library.

You cannot remove a video from a rules based playlist directly. Instead, you can:

- Modify the tags of the video so that the video no longer has any of the rules based playlist's tags.
- Modify the tags of the playlist so that they no longer include any of the video's tags.
- Delete the video.

Customizing Additional Features for Playlists

When creating a playlist (either with one or multiple tabs) you will see additional configuration options under the Playlist Items section. Various types of information for each of the playlist items, such as number of plays, tags, rank etc. are displayed.

Use options in the Features section to customize the player's design.

Designing and Configuring a Player

A playlist is a collection of videos that are grouped together in a particular order for playback in the Kaltura Dynamic Player. After you've created your playlist, you can assign your playlist to a player. Use the Studio tab to create configurations and design players and playlists. You can add, remove and adjust multiple buttons and features, and create a look to match your site.

Player List

The Studio tab displays the list of the players defined in the system. The default players that are included within the system, as well as players defined and created by administrators via the KMC are displayed.

The studio has 5 templates of players:

- Single player
- Horizontal playlist
- Vertical playlist
- Multi playlist
- Hovering controllers players

A studio template is a collection of features of a specific Kaltura Player configuration. The template is actually a collection of the player uiConf and another .xml file called features.xml. For more information, see here.

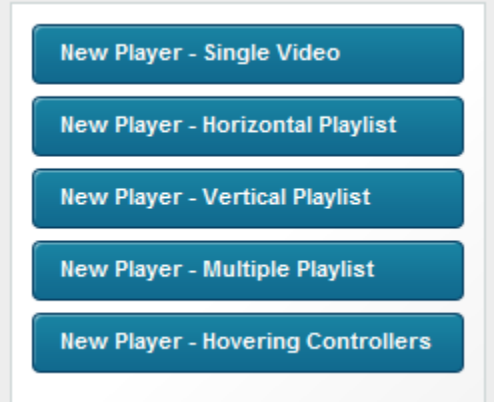
Workflow to create a player

- Select the Type of Player
- Configure the Basics Settings
- Configure the Player Features
- Configure the Player Style

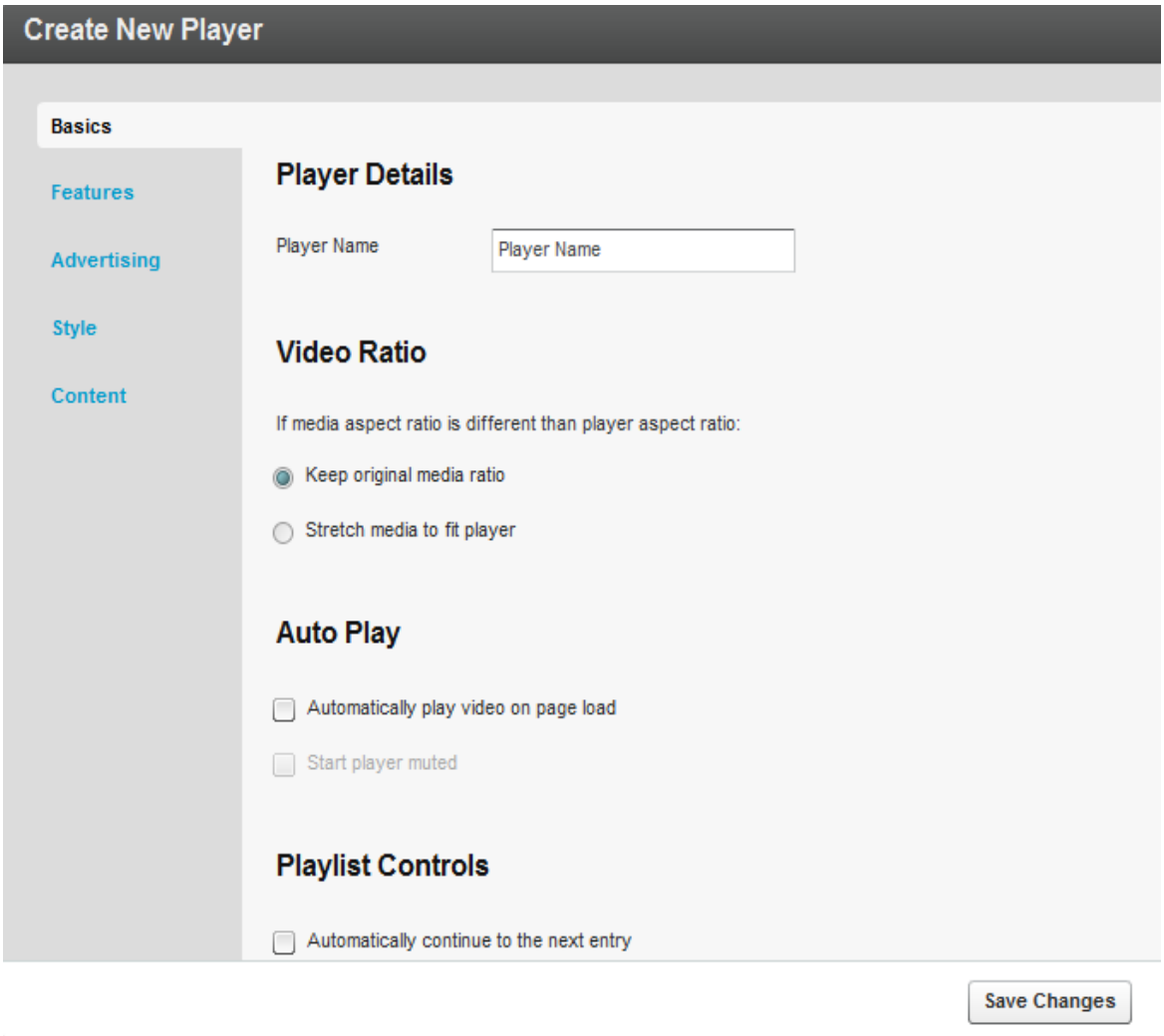
Select the Type of Player

To create a player

1. Select the Studio tab.
2. Select the type of player to create.


New Player - Single Video
New Player - Horizontal Playlist
New Player - Vertical Playlist
New Player - Multiple Playlist
New Player - Hovering Controllers

The Create New Player window is displayed.



Configuring the Player Basics Settings

To configure the Basics settings

1. Select the Basics tab and enter an informative Player Name (required).
2. Set the Video Ratio – select to keep or stretch your media to fit the player when the media and player aspect ratios are different.
3. Select Auto-play features.
4. Select the Playlists controls.

If you are creating a Player and a Playlist you will also see the Playlist Controls. Check Automatically continue to the next entry to play the playlist media consecutively.

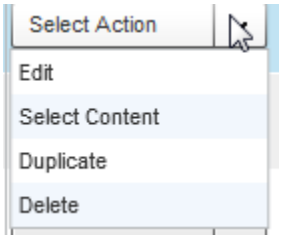
For playlists with images, set the duration for images to be displayed during the continuous play of the playlist.

Editing a Player

The changes you make to an existing player will propagate to all sites where the player has been embedded, including syndicated players on other sites.

To edit a player

1. Select the Studio tab.
2. Click on the relevant player in the Player List.
   Players created manually through Kaltura's professional services cannot be edited in this area.
3. Select Edit from the Select Action drop down.

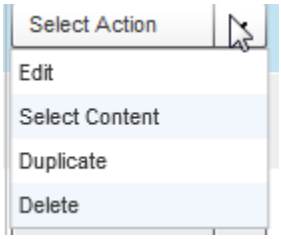


   The player configuration Features tab is displayed. See Player Control Options.
4. Check the control options for the player and then Save Changes.

Adding Content to a Player

To add content to a player

1. Select the Studio tab.
2. Highlight the relevant player in the Player List and select Select Content from the Select Action drop down.

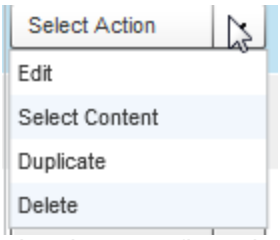


   The Entries list from the Content tab Manage menu is displayed.
3. Select an Entry. You can preview the entry using the player you started off with.
4. Grab the embed code and copy to your site.
5. Click Save and Close.

Duplicate a Player

To duplicate a player

1. Select the Studio tab.
2. Click on the relevant player in the Player List.
   Players created manually through Kaltura's professional services cannot be edited in this area.
3. Select Duplicate from the Select Action drop down.



The player configuration Features tab is displayed. See Player Control Options.

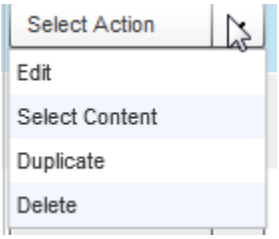
4. Check the control options for the player and then Save Changes.

Deleting a Player

Deleting a player eliminates it from all the locations where the player has been previously embedded. For example, if you have embedded a player using this design on your site or an external site, after you delete it from the Player List, the player will no longer appear and a blank area will be displayed on the website.

To delete a player

1. Select the Studio tab.
2. Click on the relevant player in the Player List.
3. Select Delete from the Select Action drop down.

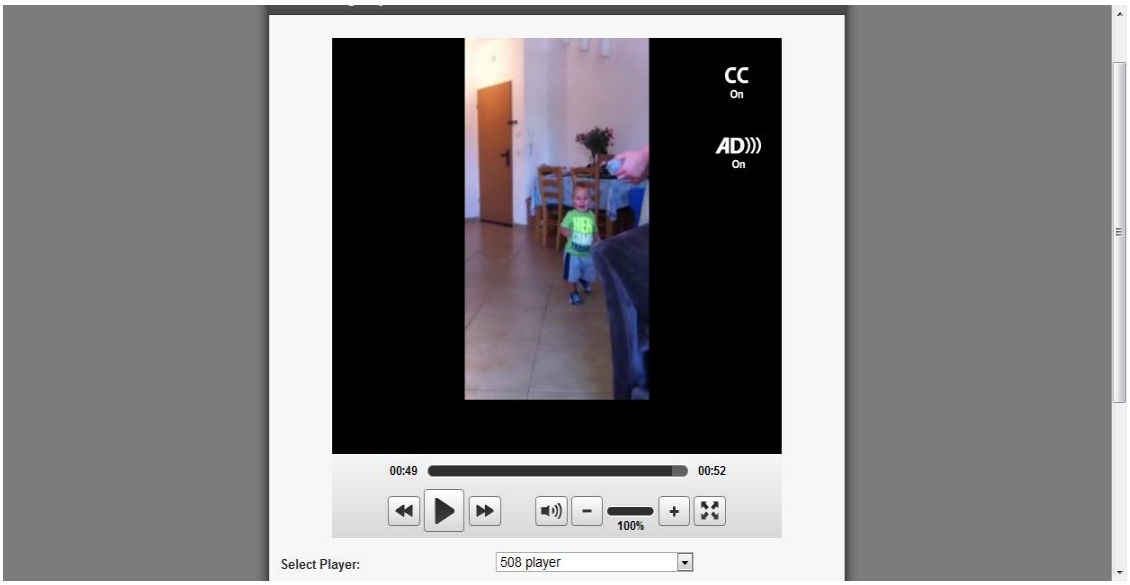


508-Compliant Video Player

The 508-compliant video player includes functionality and interface design that support federal accessibility requirements as outlined in the Voluntary Product Accessibility Template. The 508 compliant player is automatically created in the KMC and is not customizable.

To access the 508 player

1. Select an entry and click on Preview and Embed.
2. In The Select Player field choose the 508 player from the dropdown.
   The 508 compliant player is statically created and is not available as a studio template.



The player includes:

- Support for captions file in timed text or SRT formats for the video/audio file
- Support for an audio description in a standardized format for the video/audio file
- Hidden text elements for every non-text element (for screen readers)
- Tooltips
- Keyboard tabbing and controls
- No color coding information
- High contrast controls
- No draggable controls

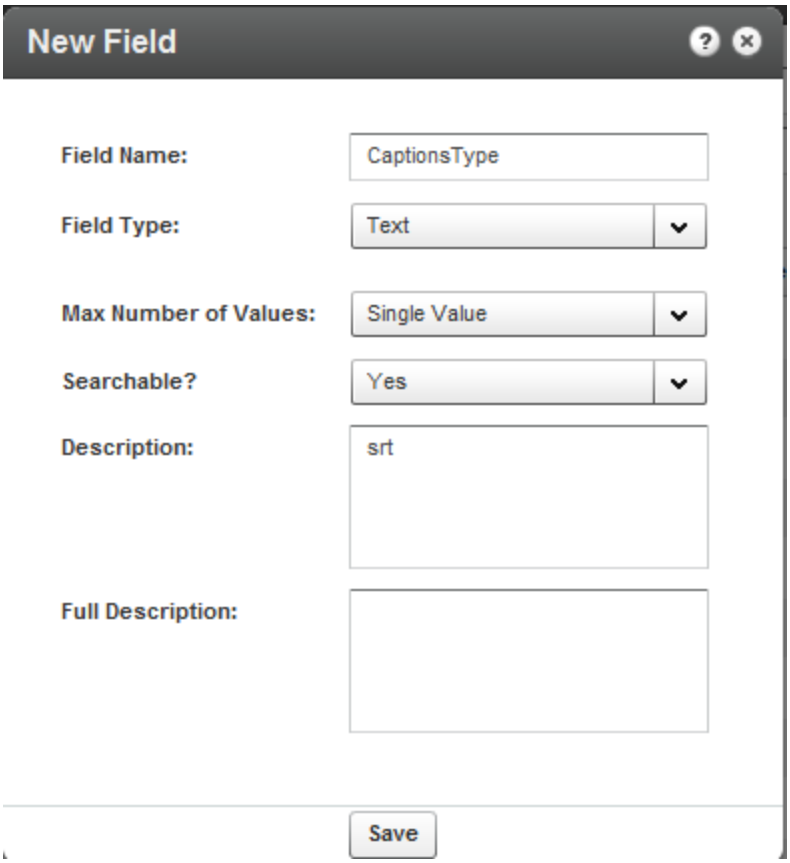
508 Captions Configuration

There are additional tasks to configure Captions/Subtitles for the 508 player. Captions files in the 508 player may be currently be added using the Custom Data feature.

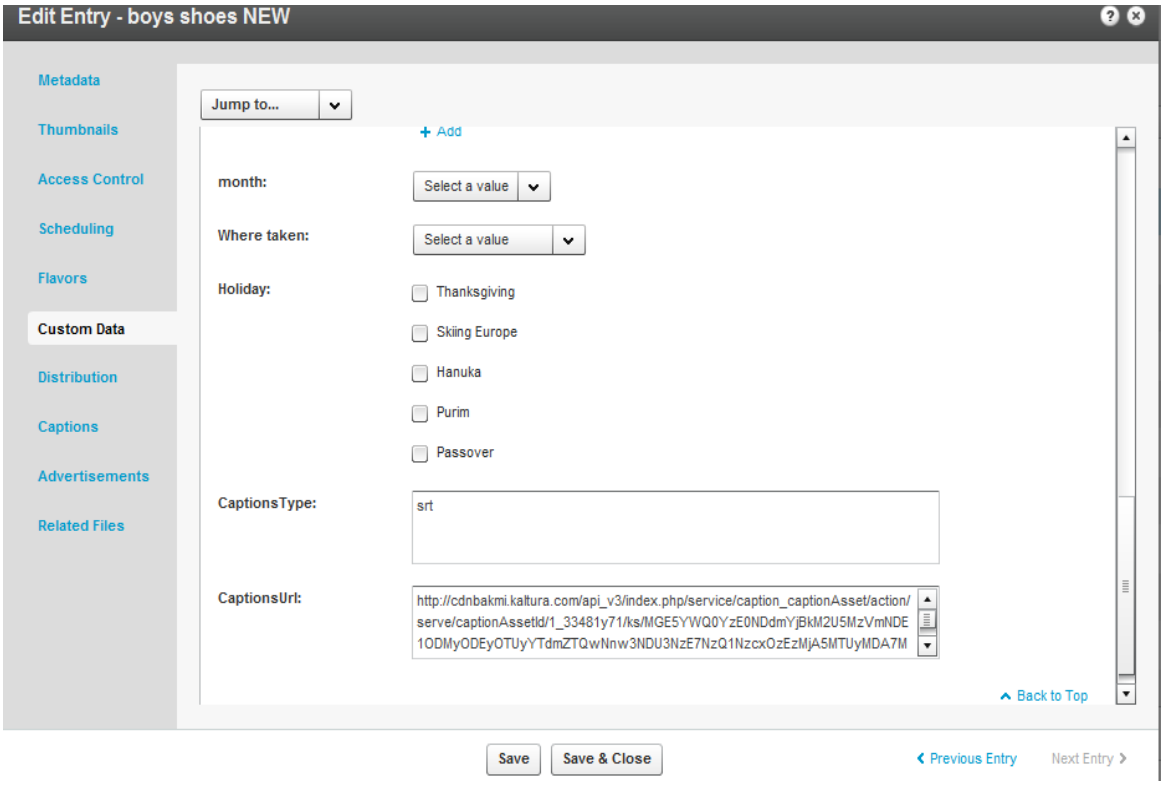
To configure captions for the 508 player

1. Go to the Settings tab and select the Custom Data menu.
2. Click Add New Schema.
3. Select Add Field and create two additional fields named CaptionsType and CaptionsURL and then click Save.

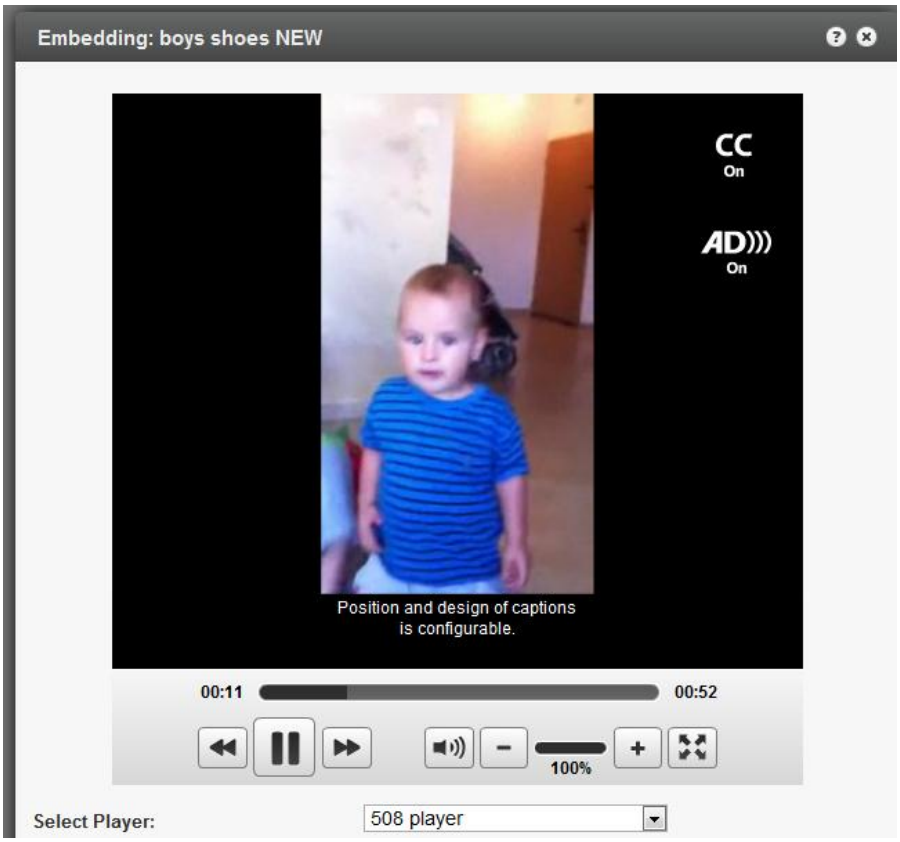
   These two fields are case sensitive. The CaptionsType field is the type of file you are using for captions. The CaptionURL is the File Location of the captions file.
   You may add an informative description for the Custom Data fields.



4. Upload content. See Uploading and Ingestion.
5. Upload the captions file. See Adding Captions to an Entry.
6. Copy the URL from the File Location column.
7. Go to the Content tab and click on an entry.
8. Go to the Custom Data tab.
9. Copy and paste the CaptionsType and CaptionsUrl information and click Save.



10. Select Preview & Embed.
11. Use the drop down menu to select the 508 player.
12. Click Play.



Configuring the Player Advertising Settings

To configure the player advertising settings

1. Select the Studio tab and then select the Advertising tab.
2. Select the Player.
3. Toggle on Yes to Request ads for this player. See Advertising and Ad Networks.

Configuring the Player Features

The **Features** tab is made up of different sections, controlling the various features of the player.

Use the options in this tab to select the features (buttons, layers and modules) to be included in your player. The main screen is divided into the Features List on the left and the Preview Pane on the right. As you select your features from the list, you can preview the changes in real time in the preview pane on the right.

Features List

This area contains the list of configurable features (buttons, layers and modules) available for this player. Checking the box next to any feature allows you to preview it in the Preview Pane. Most of the features have in-depth configuration options.

To view and customize the different features

- Click the options link next to each feature name.

Features are grouped by their type/usage as described below:

Controls

The Controls area includes basic player features, such as title text, play, scrubber and more. You can also access each of these features using the JavaScript API.

Viral & Distribution

The Viral & Distribution area includes features that assist in content distribution, such as the download and share buttons. Note that the download button only supports downloads of single video files and does not support mix downloads -contact Kaltura Professional Services to enable download of mix content.

UGC & User Interaction

The UGC & User Interaction area includes participatory features such as media uploading and remixing.

Subtitles and Transcriptions

In the Subtitles and Transcriptions area, you can select the type of captions files to use.

Data Layer

The Data Layer includes add-on features such as subtitles and advertising - contact Kaltura Professional Services to enable download of mix content**.**

Custom Buttons

The Custom Buttons area requires a higher level of expertise, and enables you to customize your player via JavaScript. Buttons evoke pre-defined JavaScript functions.

Playlist Items (For players with playlist)

The Playlist Items area allows you to select which information will be presented for each item on the playlist (for example, show thumbnail, rank, tags and more).

Preview Pane

The Preview Pane enables you to preview the selections you make in the Features List area as well as define the player size and preview the player in different states (during play, pause, end, etc.).

Player Size

Set the player size by selecting the width. The player height will adjust accordingly based on the width and the video screen ratio selected in the Template Tab.

Preview States Buttons

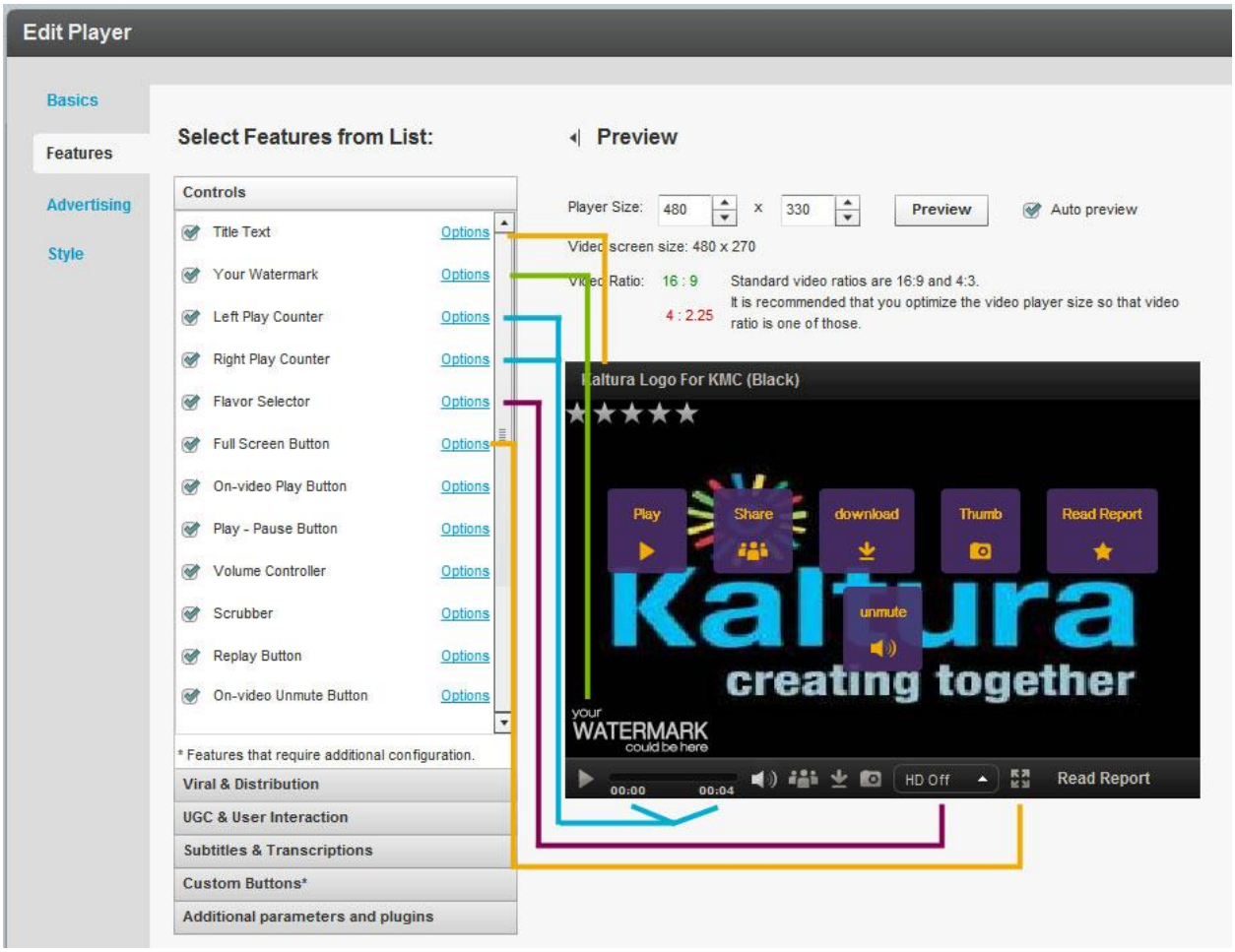
These buttons enable you to preview the player in different states: before play, during play, paused and end screen. Alternatively you can simply play the demo content within the player, pause the video manually, etc.

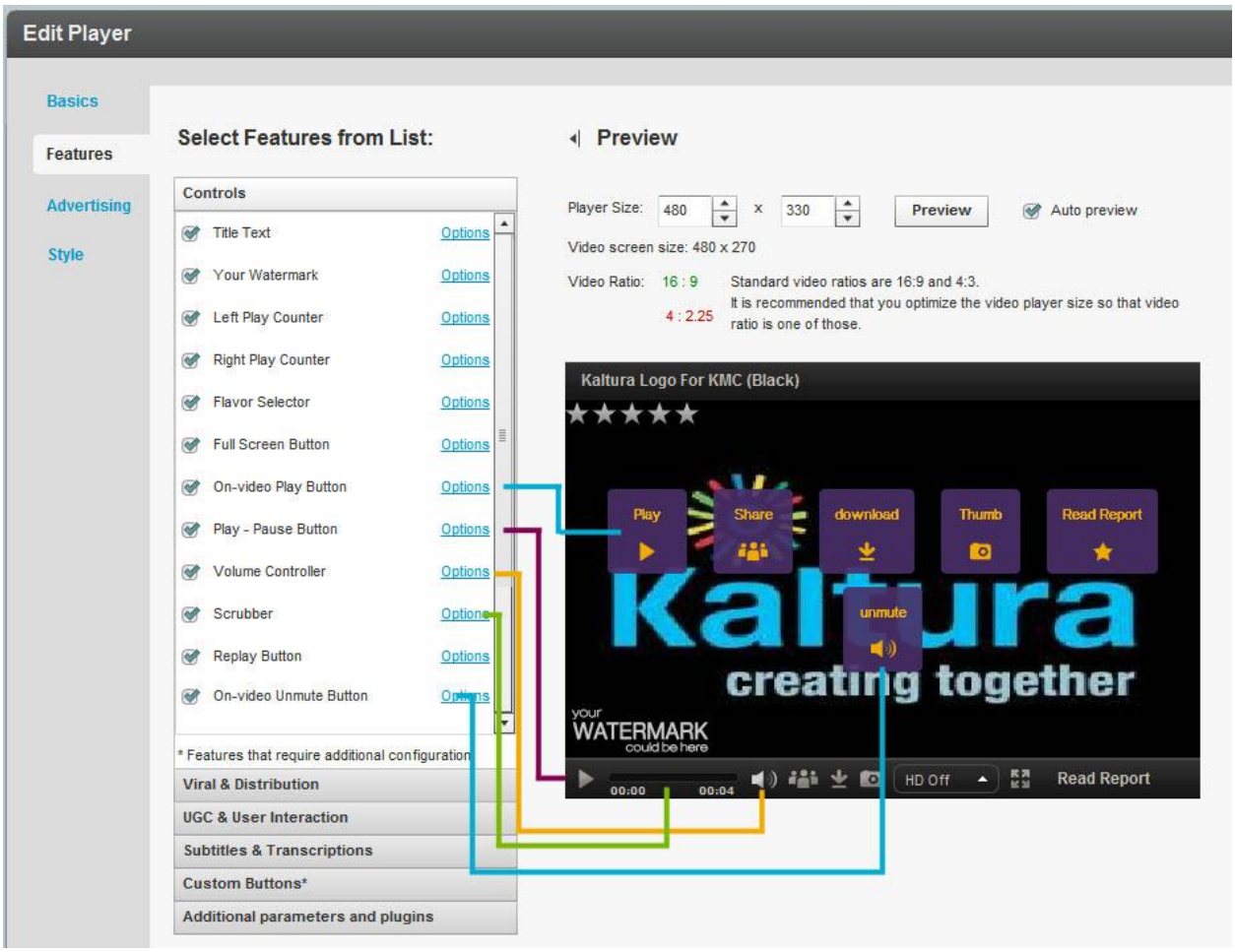
To configure the player's features

1. Select the Features tab.

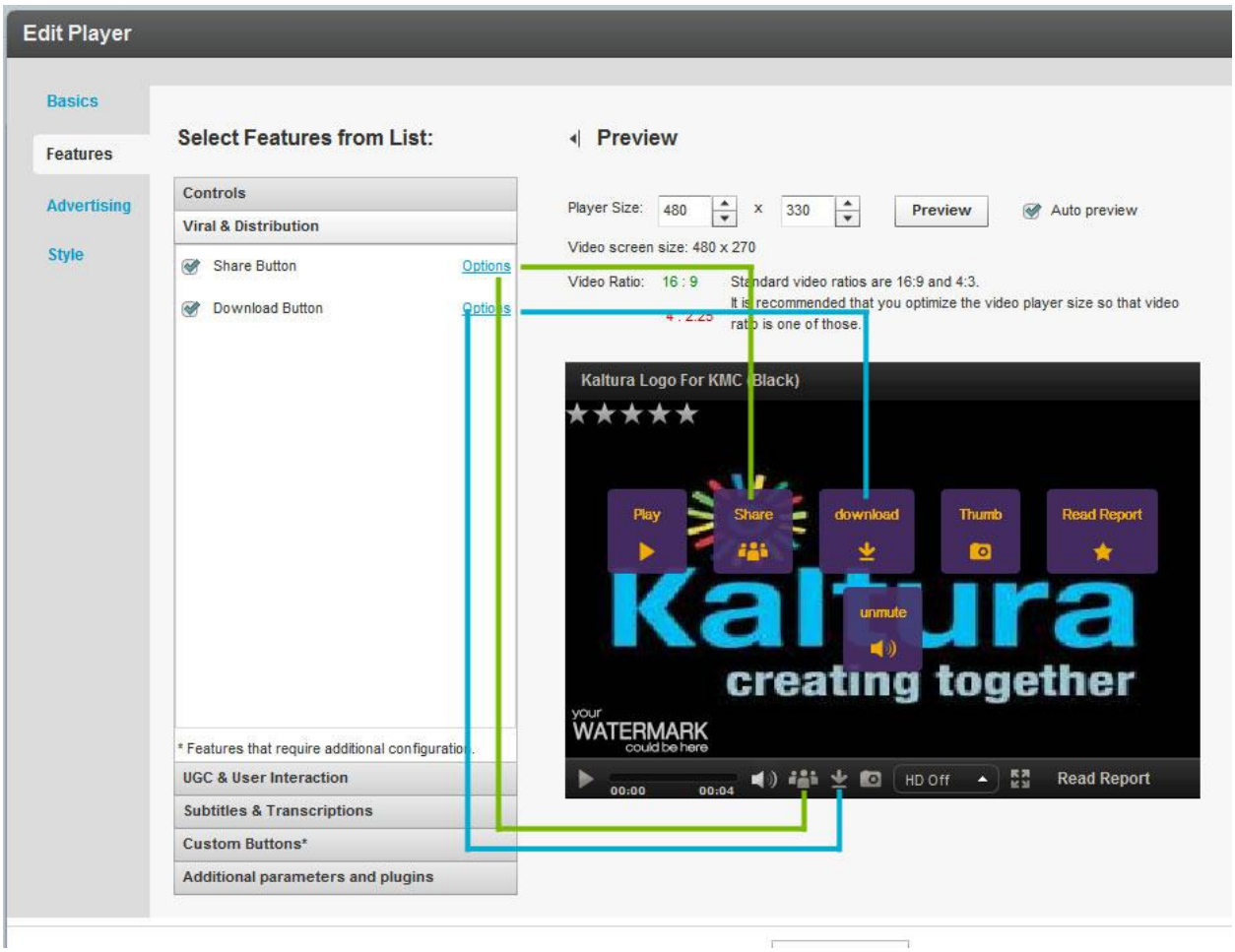
2. Expand the menus to configure your player.
3. Any changes you make will appear in the preview area. (Click the Preview button to see the changes.)
4. Click Save Changes.

Player Control Options

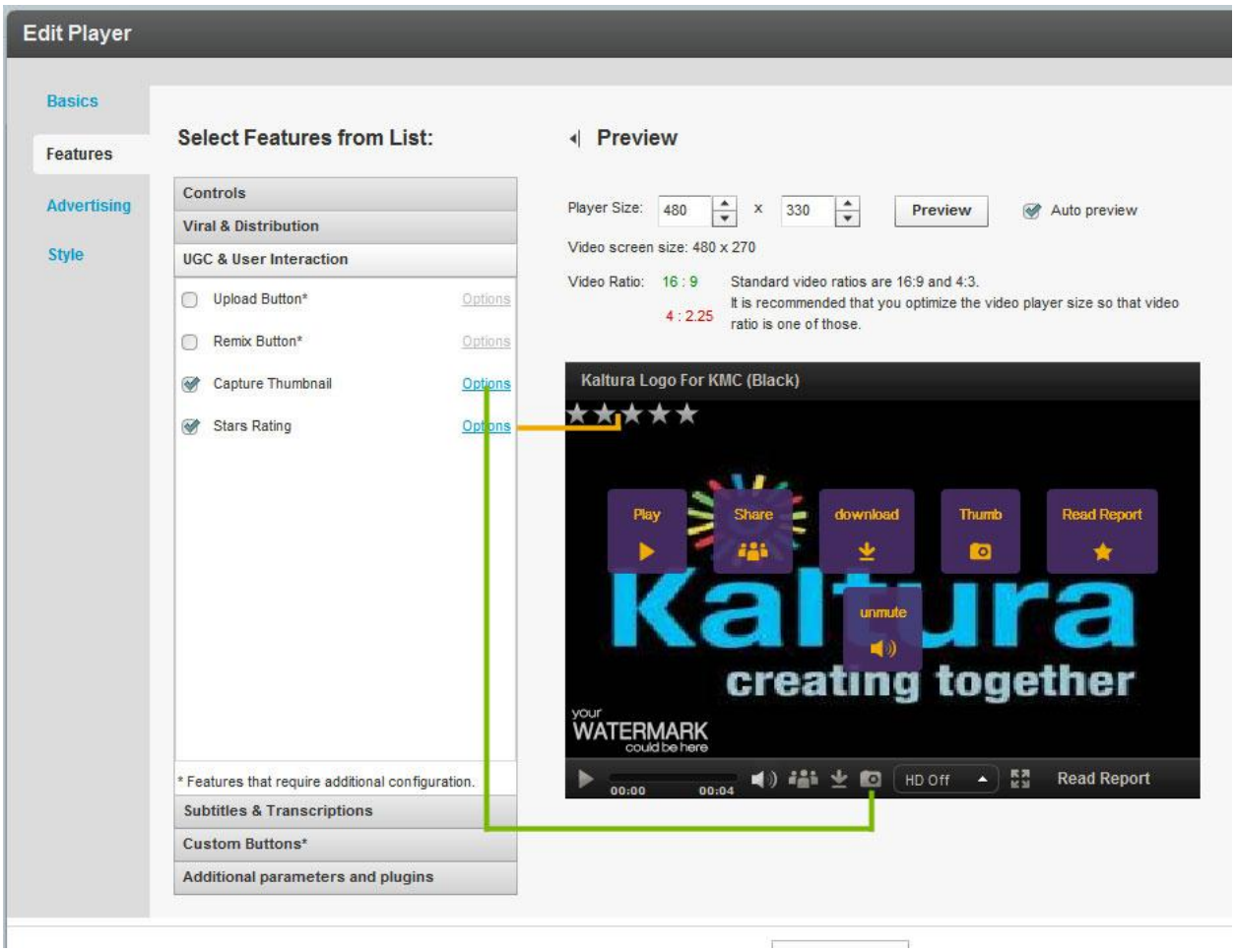




Player Viral and Distribution Options



UGC and User Information



Examples

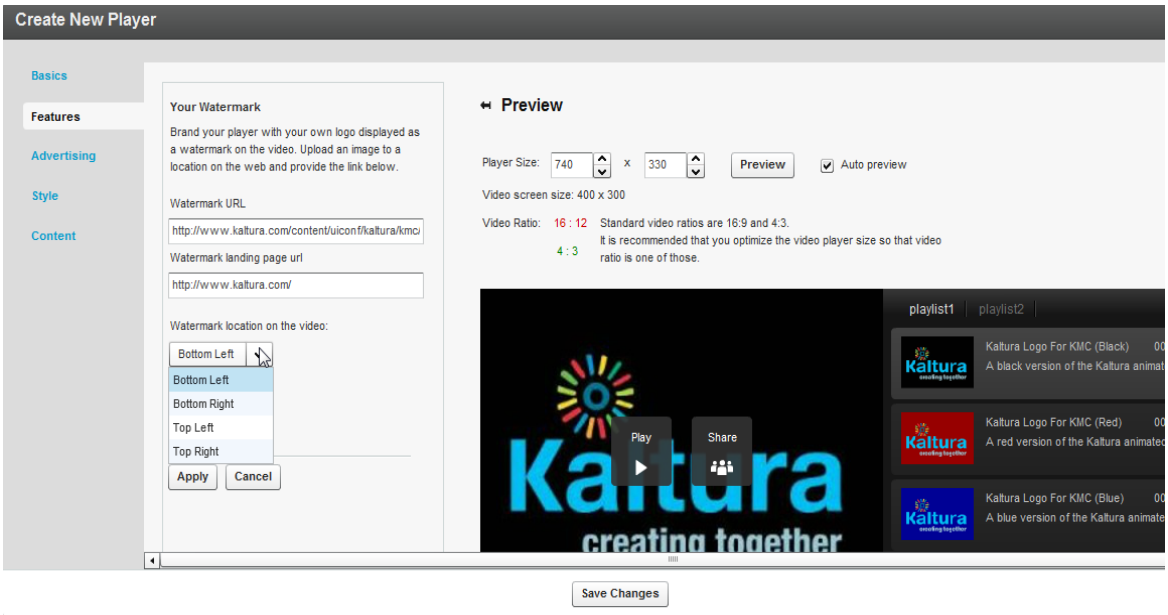
The following player an example of the default player design and a configured player design using the default settings.

The following player displays a customized player, with a water mark display. Instructions on how to create the customized watermark follow.

NOTE: This sample presents only one of many set-up scenarios. There are many configuration options within this section.

To change the area of the watermark display

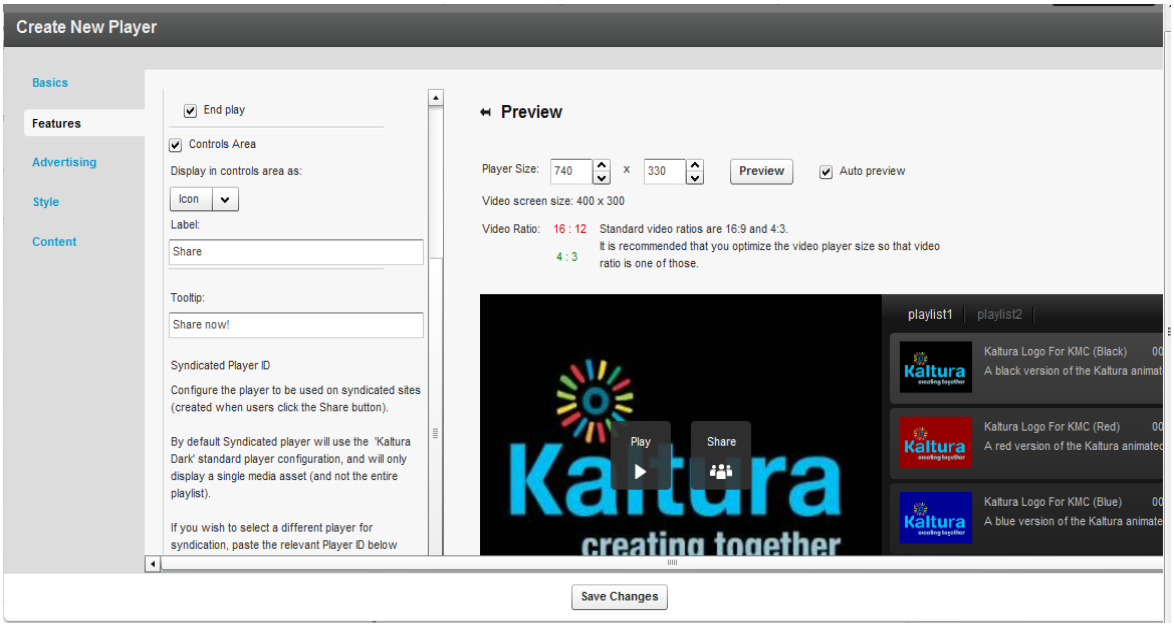
1. Select Controls, see Player Control Options, check Your Watermark and then click Options.
2. In the Watermark Location on the video drop-down menu select Top Left.
3. Click Preview and then Apply to confirm your choice.



To change the label of the Share button

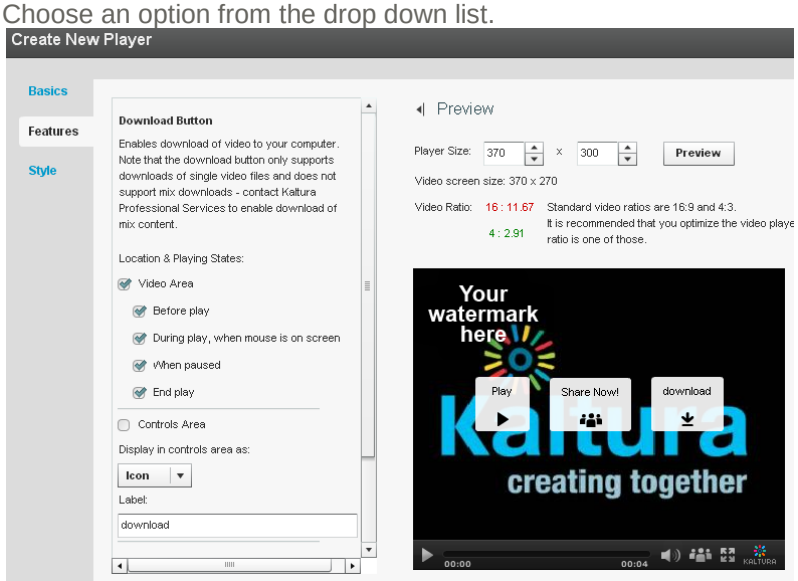
1. Select Viral & Distribution; see Player Viral and Distribution Options.
2. Check the Share button and click Options.

3. In the Tooltip field and change the default text to "Share now!", then click Apply.


Create New Player
Basics
Features
Advertising
Style
Content
End play
Controls Area
Display in controls area as:
Icon
Label:
Share
Tooltip:
Share now!
Syndicated Player ID
Configure the player to be used on syndicated sites (created when users click the Share button).
By default Syndicated player will use the 'Kaltura Dark' standard player configuration, and will only display a single media asset (and not the entire playlist).
If you wish to select a different player for syndication, paste the relevant Player ID below
Preview
Player Size: 740 x 330
Preview
Auto preview
Video screen size: 400 x 300
Video Ratio: 16 : 12
4 : 3
Standard video ratios are 16:9 and 4:3.
It is recommended that you optimize the video player size so that video ratio is one of those.
playlist1
playlist2
Kaltura Logo For KMC (Black)
A black version of the Kaltura animat
Kaltura Logo For KMC (Red)
A red version of the Kaltura animate
Kaltura Logo For KMC (Blue)
A blue version of the Kaltura animate
Play
Share
creating together
Save Changes

To add a download button to the video area only

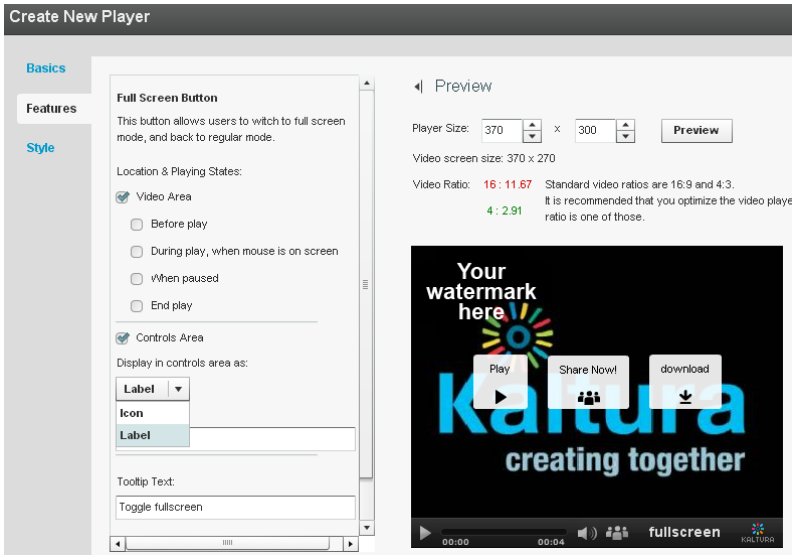
1. Select Viral and Distribution.
2. Check Download button feature and click Options.
3. Clear the Controls Area option checkbox.
4. Choose an option from the drop down list.



To change the existing Full Screen button on the control area to Text button

1. Select Viral & Distribution; see Player Viral and Distribution Options.
2. Go to Controls.
3. Check the Full Screens feature and click Options.

4. In the Display in Controls Area drop-down menu select Label if desired, change the label text in the Button Label field.

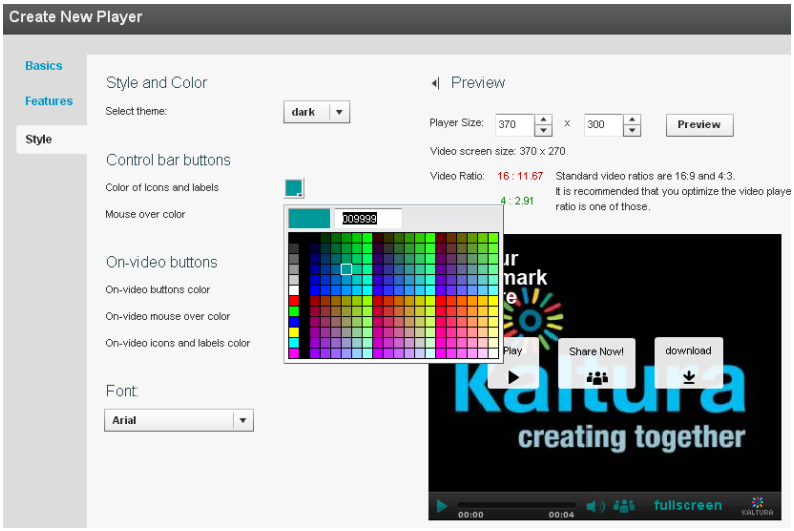


Configuring the Player Style

Use the Style tab to select the theme, colors and fonts for your player.

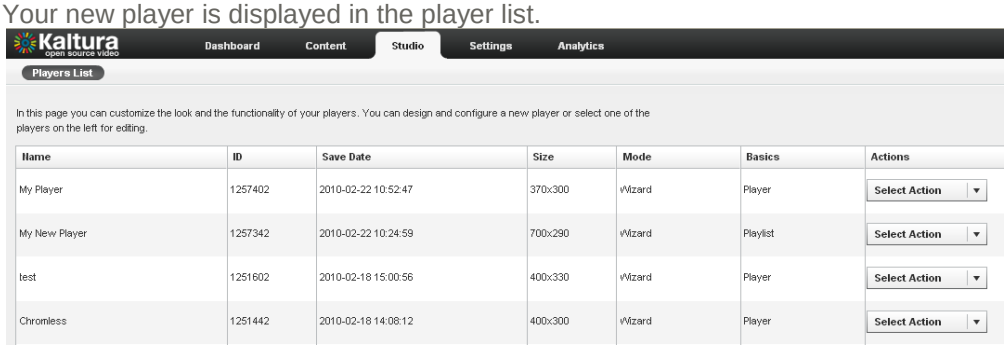
To configure the player style

1. Select the Style Tab.
2. Choose the colors of the icons/labels and online video buttons by clicking the small colored squares. This will open a color picker where you can select a color or enter a color value.



3. Change the font.
4. Once you are finished defining your player template, features and style, click Save Changes to complete your player configuration and design.

Your new player is displayed in the player list.



CHAPTER 5

Managing Metadata and Categories

This section contains the following topics:

- Metadata
- Preparing Metadata for a Video Entry
- Adding Metadata to the Media Source File
- Metadata and Related Files
- Kaltura Custom Metadata Functionality
- Managing Schemas
- Preparing Metadata for an Audio Entry

Metadata

Metadata fields are used to tag, manage, search and expose content. You can populate out-of-the-box fields, or create your own custom metadata scheme. Kaltura provides extensive asset management and metadata capabilities. Each media entry has a list of predefined metadata fields including: name, category, tags, description, thumbnail, duration, views, etc. See API Documentation for KalturaMediaInfo for a full list of predefined fields.

Types of Metadata

There are three types of metadata.

1. Technical metadata – includes the technical attributes of the video file. For example, the file type, duration, file format.
2. Basic metadata – includes the Name, Descriptions, Tags, Categories and Reference ID.
3. Custom metadata – metadata that allows you to customize data to turn a video object into a business object. From a value perspective, when you use custom data you can model a Kaltura object according to your business logic.

Commercial users, please contact your account manager to enable this feature in your account..

Technical metadata, also known as system metadata, is generated automatically during ingestion and encoding of the file. All technical metadata information can be accessed through the Kaltura APIs. For more information see Kaltura API Documentation Metadata Service.

Basic metadata is the information you input to the KMC through the Metadata tab. The Reference ID is used to match a filename to an entry using the Drop Folder feature. See Automated Content Ingestion via a Drop Folder. Sometimes the filename is the Reference ID for the object. The Reference ID may also be used by customers that manage their own repositories to store their corresponding objects in their CMS. Tags are comma separated and can be used as filters for searching through your content.

Custom metadata, also referred to as Custom Data is stored in a schema. You can create multiple schemas and assign them to any Kaltura object. The KMC supports schemas for entries only. To extend the metadata of an entry, you need to create a custom schema. See Adding a Schema.

Custom data is stored as an XSD schema that you can use to generate, edit, and manipulate data. You can also use the XSD schema to generate you own metadata interface.

The form that is displayed in the Custom Data entries drill down is automatically generated from the XSD schema. You can use that same schema on your own metadata systems. When you change the schemas, you can use the Kaltura APIs to generate your own metadata forms. When you load the XSD directly from the KMC, the forms are dynamically generated and all the changes are applied. The XSD is also used by advertising plugins and distribution channels.

Metadata Actions

You can manage assets and metadata through the:

- KMC UI - you can edit metadata for a single asset, or apply a change to multiple selected assets
- KMC Bulk upload (CSV) – add assets in batch, both media fields and associated metadata. (See Bulk Upload and FTP Upload)
- KMC API – all activities (create, read, update, delete) are available through the API. The API can be effective for a single asset or bulk assets. For more information see here.

Categories, Playlists and Channel Building

Categories provide a logical structure for your site and assist with content management. You can use categories, along with metadata and filters, to create manually or dynamically generated playlists (aka Channels). Playlists can be based on a topic (for instance tropical fish), most viewed videos, highest rated videos and more. See Creating Playlists.

Categories are displayed in the left pane, in addition to free form tags. These are not represented anywhere except in the entry drill down. All tags are searchable.

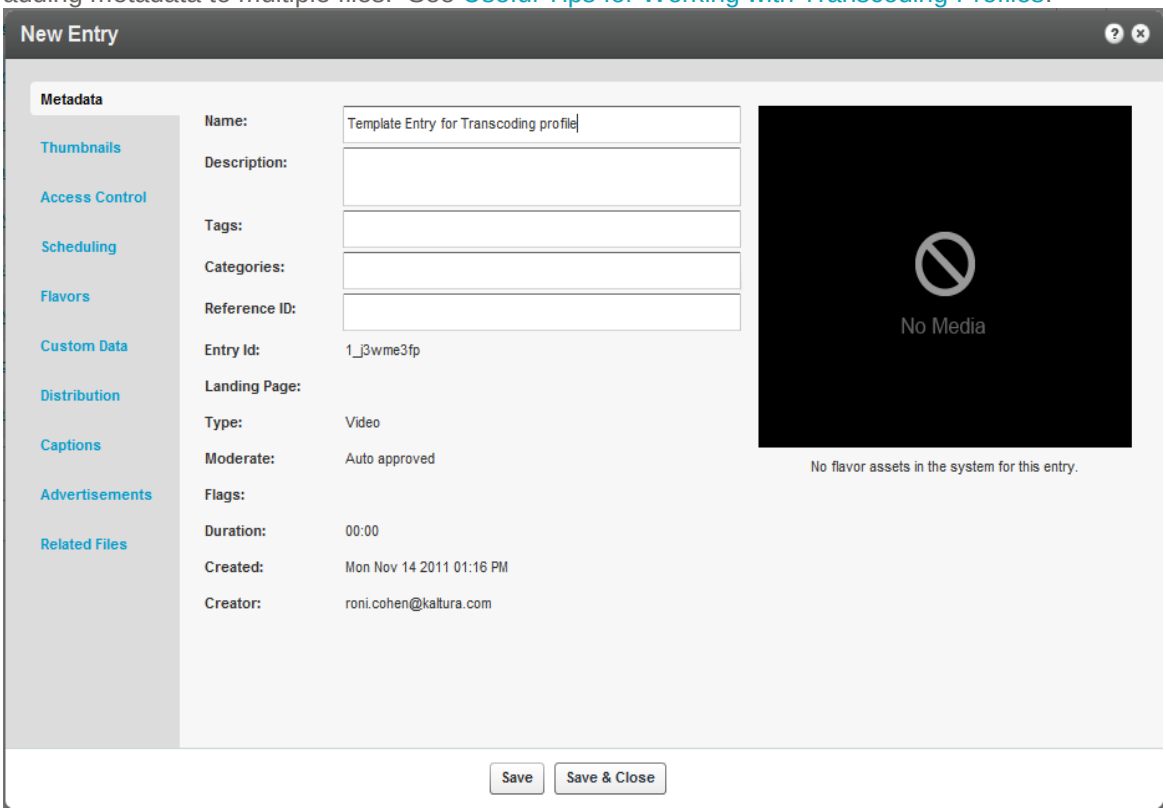
Preparing Metadata for a Video Entry

To prepare metadata for a video entry

1. Go to the Upload tab.
2. Select Video entry. See Prepare Video Entry. The entry's ingestion status is automatically is set to **No Media**.

   The New Entry form is displayed.
3. In the Metadata tab add the metadata information.

4. Enter an informative Name. You can use The Metadata entries as a “metadata template” for adding metadata to multiple files. See Useful Tips for Working with Transcoding Profiles.



5. Enter Tags and categories.
6. Enter the Reference ID (Optional).
7. Click Save and Close.

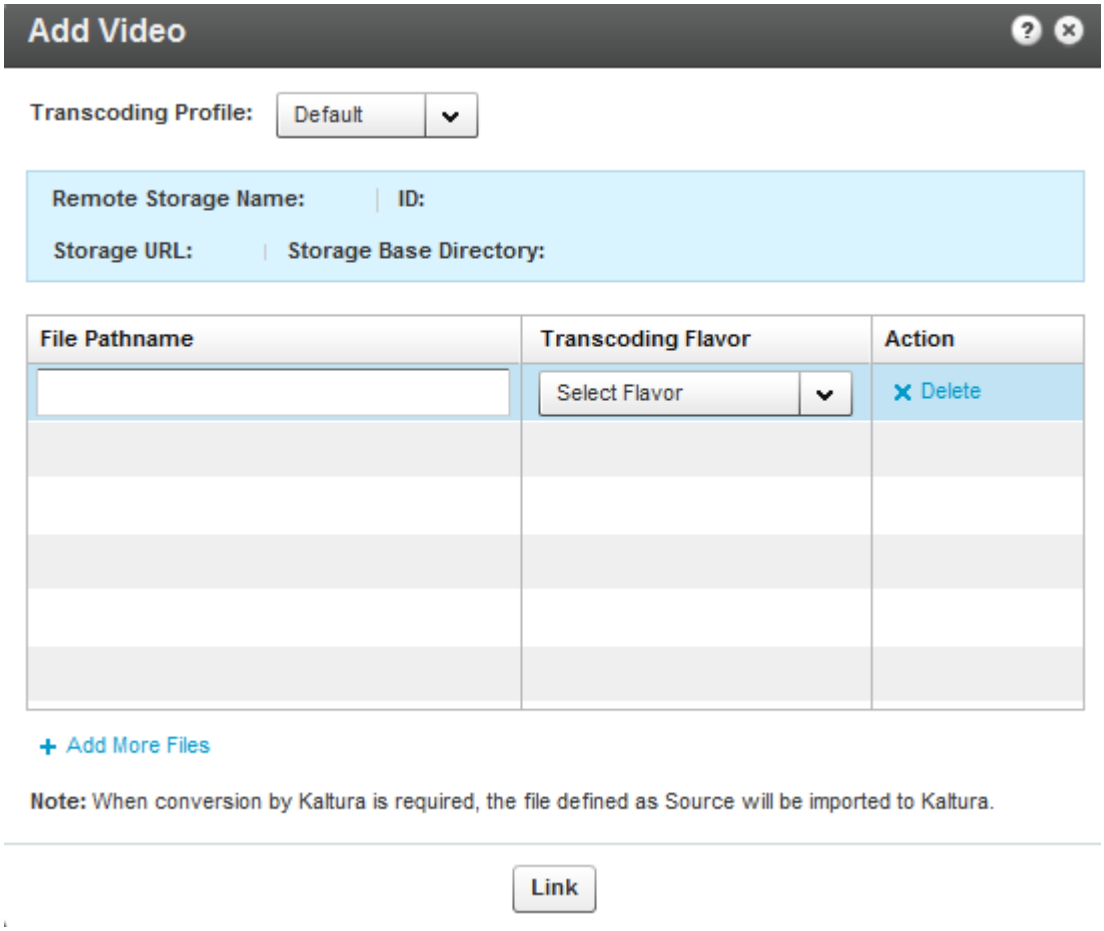
The Entry ID assigned to a metadata profile can be used to assign metadata to multiple files. See Creating Transcoding Profiles.

Adding Metadata to the Media Source File

To add the metadata to the media source file

1. Select the Upload tab.
2. Select Video Entry.
   The New Entry form is displayed.
3. Select the Flavors tab.
4. Add the media source file. Select from one of the following options:

- **Upload Files –** upload from your desktop
- **Import Files –** import from the web.
  - Enter the File URL and select the Transcoding Flavor.
  - Click Import.
- **Link to Remote Storage**- link to URL´s HTTP and RTMP of your CDN.
  - Enter the Remote Storage File Pathname and select the Transcoding Flavor and click Link.



- **Match From Drop Folder**.

Metadata and Related Files

Kaltura has extended flexible metadata functionality and allows you to manage multiple schemas, use them in the KMC, and upload related files of any type into the entry context. See Uploading and Modifying Related Files.

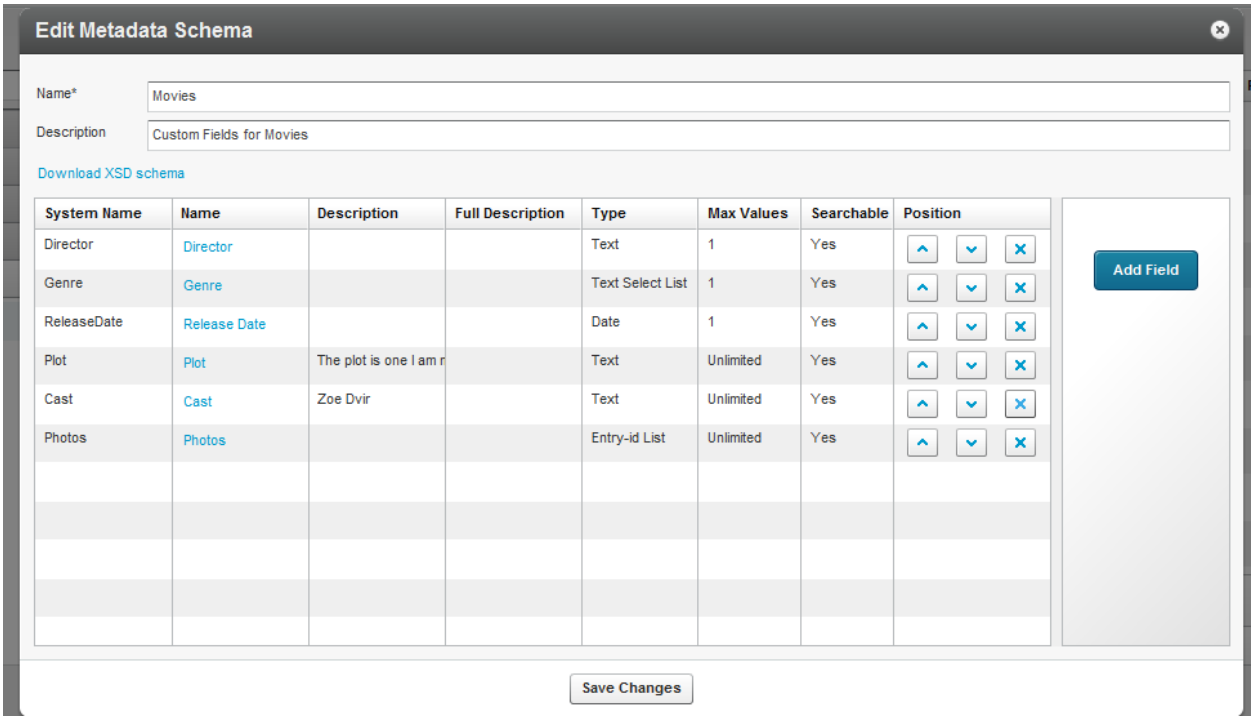
You can combine the related fields into groups that are both visually separate and have separate API calls. Configuration of these separate schemas is available through the Custom Data menu in the KMC.

Kaltura Custom Metadata Functionality

You can create a unique metadata schema. The entire schema management is done via the KMC UI. You can add fields of the following types:

- **Text field** – values are free text
- **Text select list** – this is similar to the text field, also known as List of Values,. This option allows the publisher to define a predefined list of fields to be used. After you enter the values, you are presented with a select box element to select a value from the existing list (for example countries, months)
- **Date** - a date field
- **Entry ID list** - a list to a different entry (asset) that can be used to create compound structure. Examples of this would be subtitles of a video in different languages / formats, multiple high resolution images relating to the video, etc.

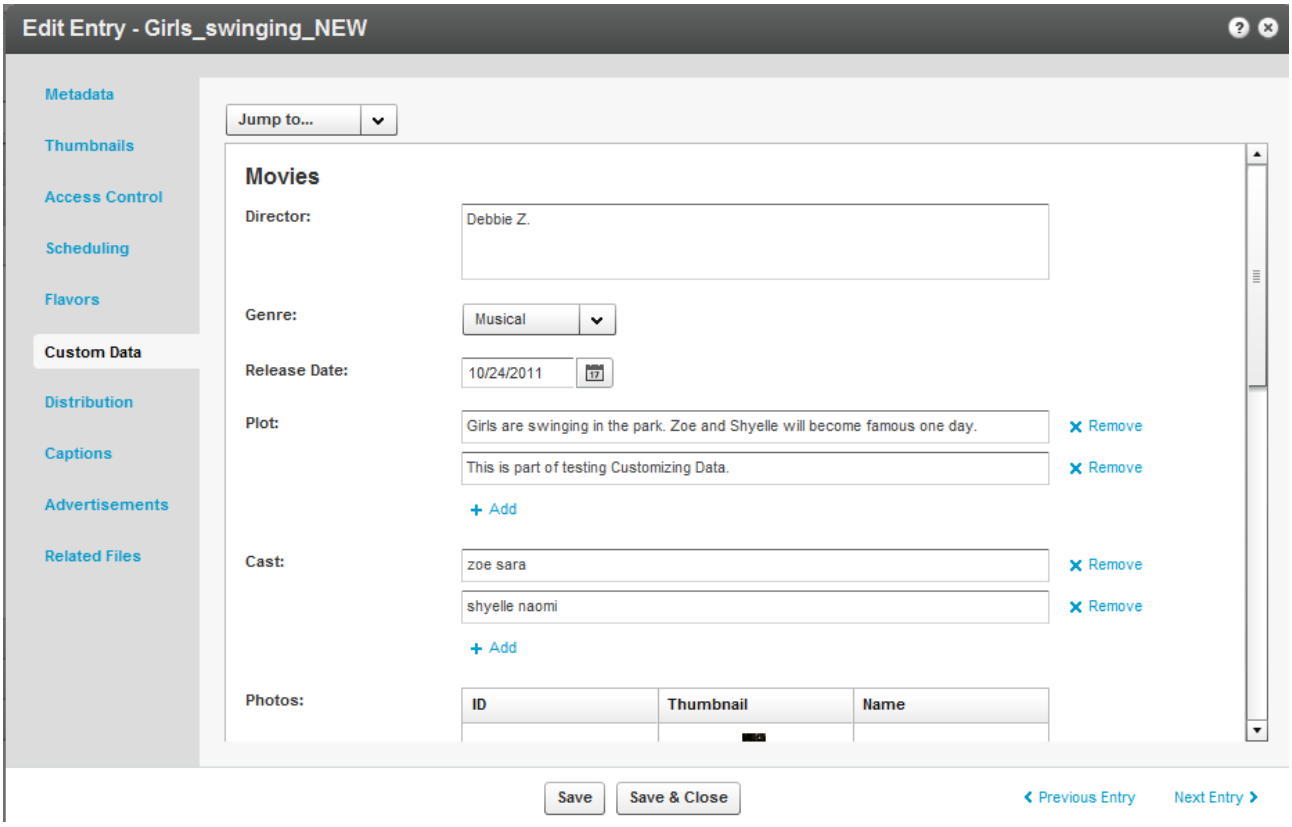
The following is an example of a Custom Metadata Schema.



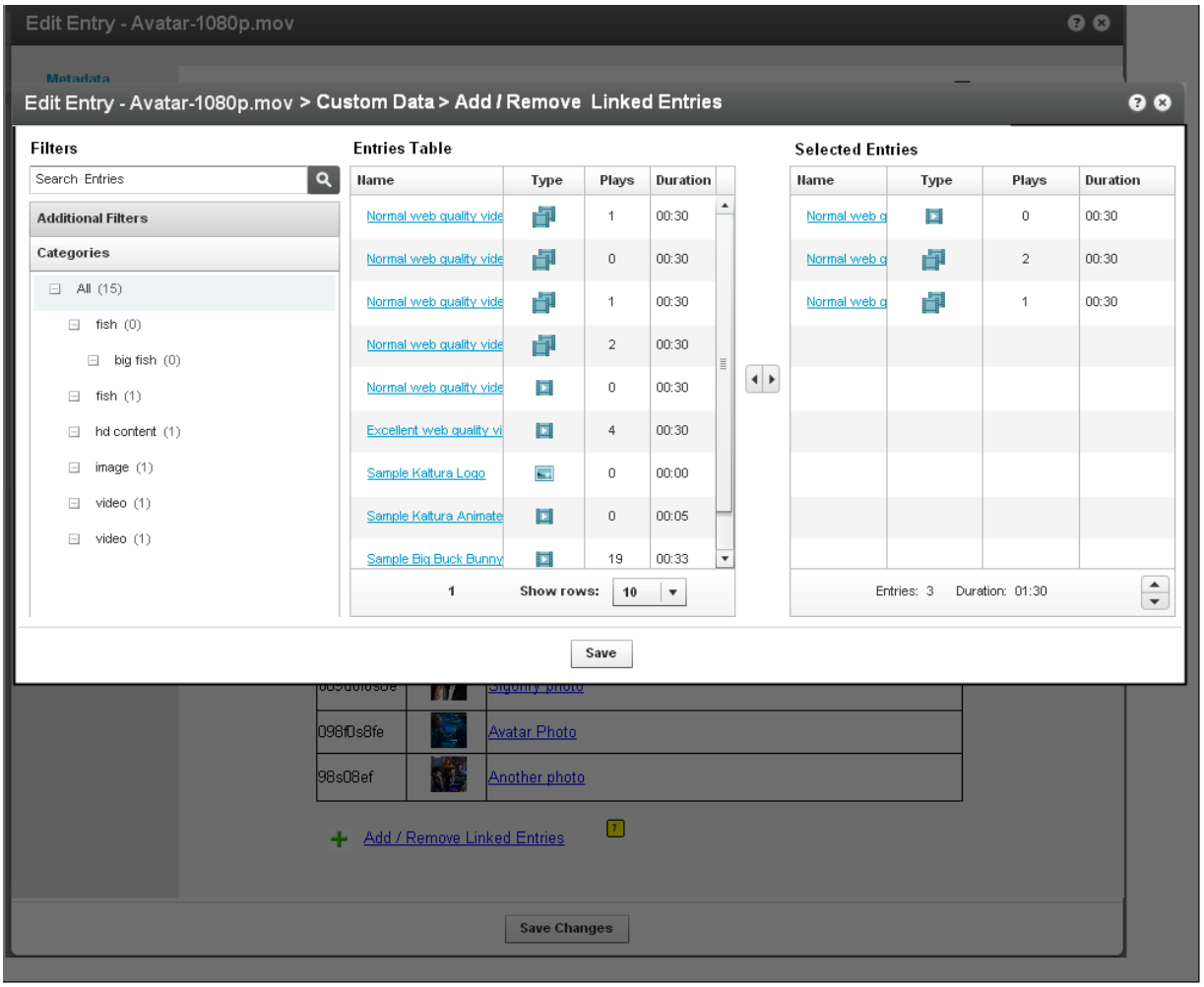
As a best practice we recommend that you add as much metadata data as possible so that your videos will be searchable.

You can fill in the values for the defined schema for each media asset (entry). The UI elements are built per the field type supporting text fields, checkboxes for multiple selections (from predefined values list), date selector (for date fields), text list (for multiple value fields), and linked entries (for creating structure).

The screen below demonstrates the values insertion page within a specific schema.

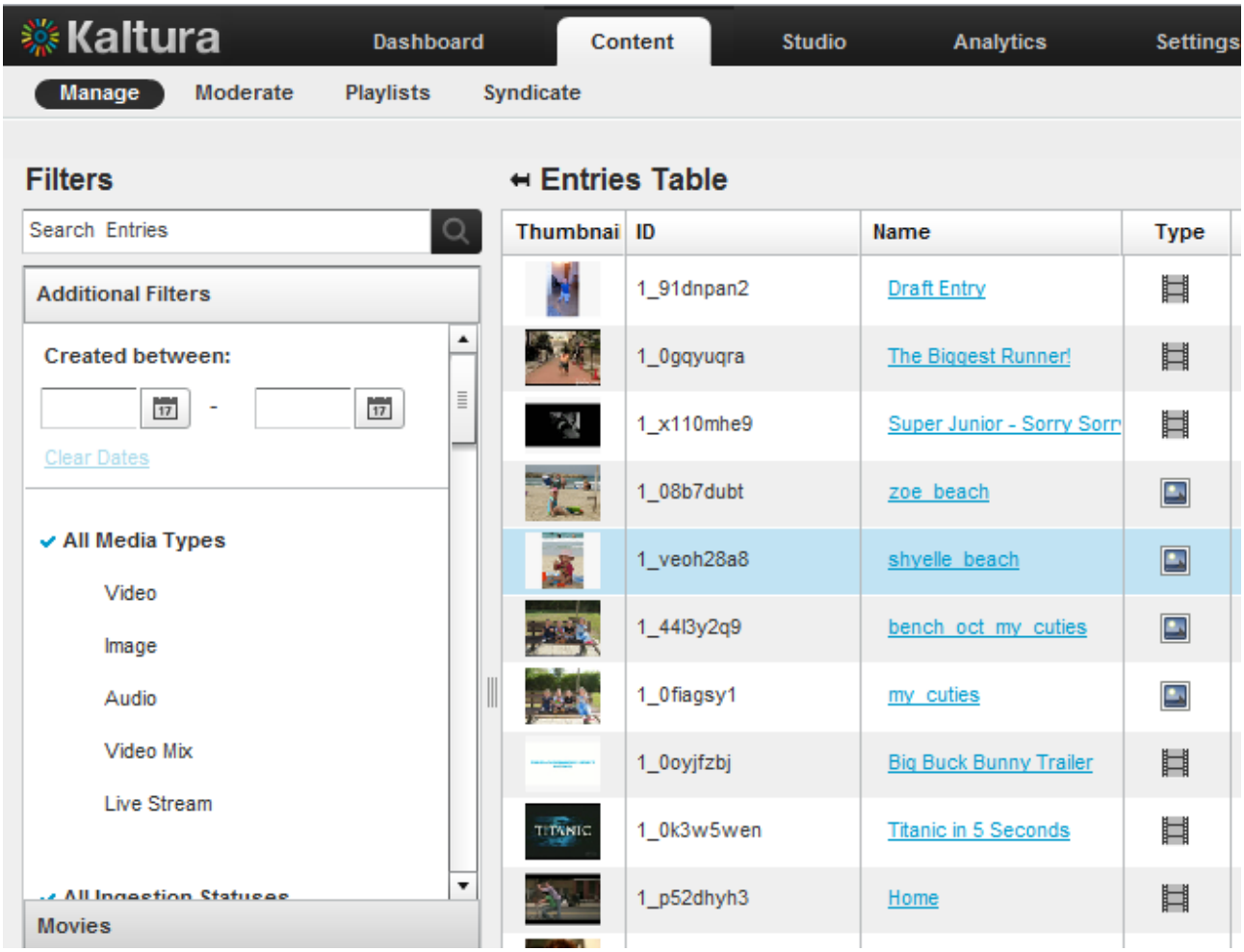


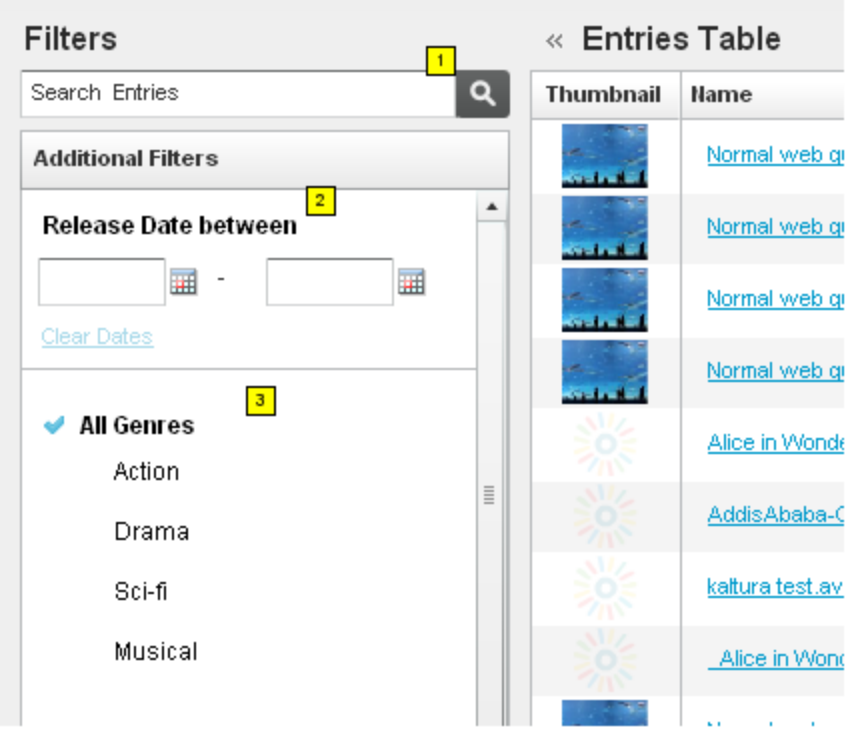
You can also select entries (high resolution images, trailers, subtitles files, etc.) to link as metadata through the UI.


Edit Entry - Avatar-1080p.mov
Edit Entry - Avatar-1080p.mov > Custom Data > Add / Remove Linked Entries
Filters
Search Entries
Additional Filters
Categories
All (15)
fish (0)
big fish (0)
fish (1)
hd content (1)
image (1)
video (1)
video (1)
Entries Table
Name
Type
Plays
Duration
Normal web quality vide
1
00:30
Normal web quality vide
0
00:30
Normal web quality vide
1
00:30
Normal web quality vide
2
00:30
Normal web quality vide
0
00:30
Excellent web quality vi
4
00:30
Sample Kaltura Logo
0
00:00
Sample Kaltura Animate
0
00:05
Sample Big Buck Bunny
19
00:33
1
Show rows:
10
Selected Entries
Name
Type
Plays
Duration
Normal web q
0
00:30
Normal web q
2
00:30
Normal web q
1
00:30
Entries: 3
Duration: 01:30
Save
098f0s8fe
Avatar Photo
98s08ef
Another photo
Add / Remove Linked Entries
Save Changes

The schemas you customize can be used for viewing and editing, as well as for filtering, search, and syndication rules. Custom data may be used as a condition for distributing content. For example if you are trying to distribute data and a custom data field has been defined and expected by the distribution channel, if the custom data is not received, the content will not be distributed.

Searching (and creating syndication rules) by a custom field is integrated into the KMC UI and workflows. See Filtering by Distribution.





Footnote	Label	Specification
1	Search text	Search text to apply to all textual custom data, for example director, Genre, etc.'.
2	Search filter for Created between	For date data, search between dates filter.
3	Search filter for text list data	For text list data , data is filtered based on the possible values

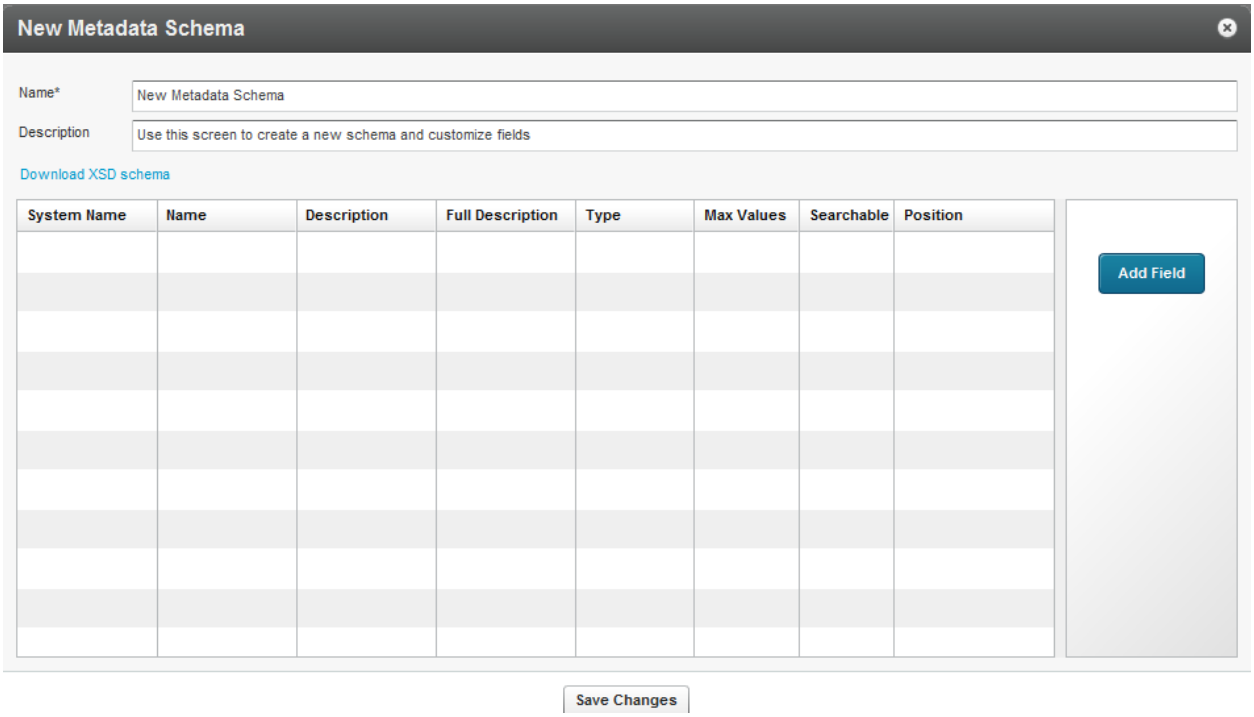
Managing Schemas

A schema is a model for describing the structure of information. Each data schema holds a list of customized fields. An XSD (XML Schema Definition) provides a way to describe and validate data in an XML environment.

Adding a Schema

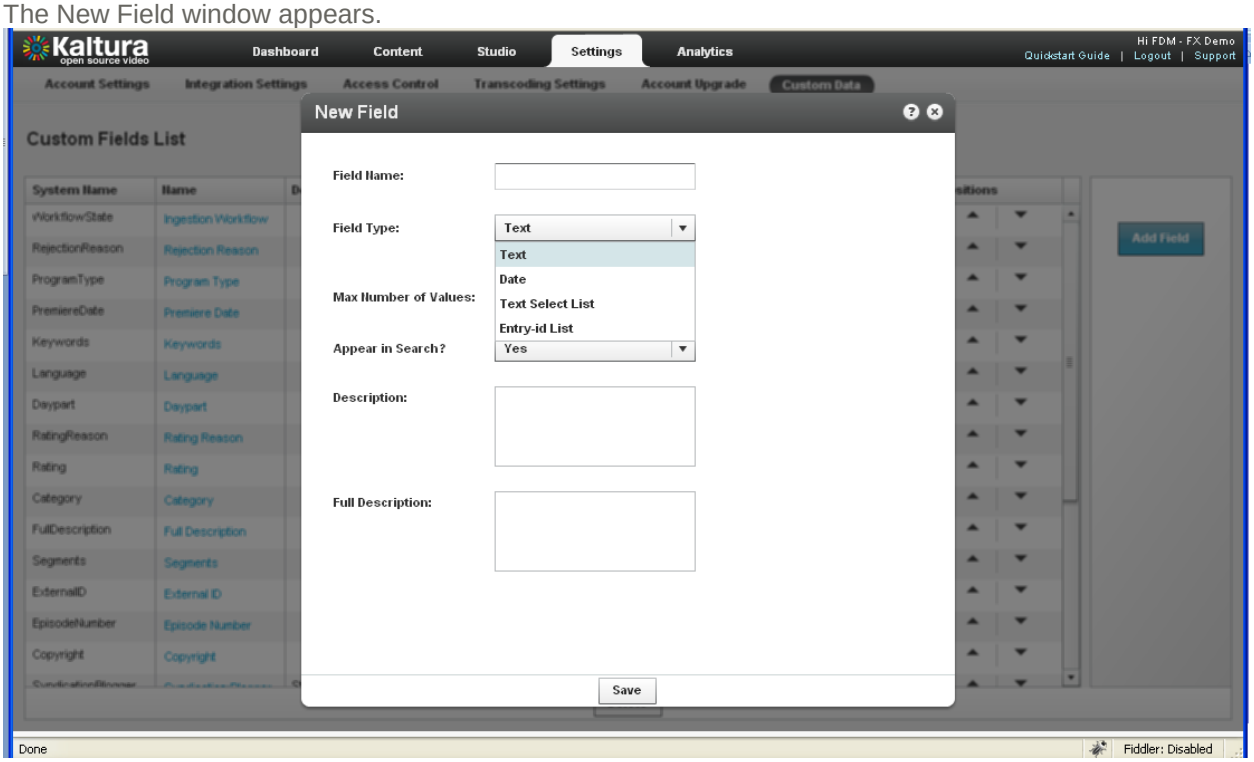
To add a schema

1. Select the Settings tab and then select the Custom Data menu.
2. Click Add New Schema.
   The New Metadata Schema window appears.



To add custom data fields

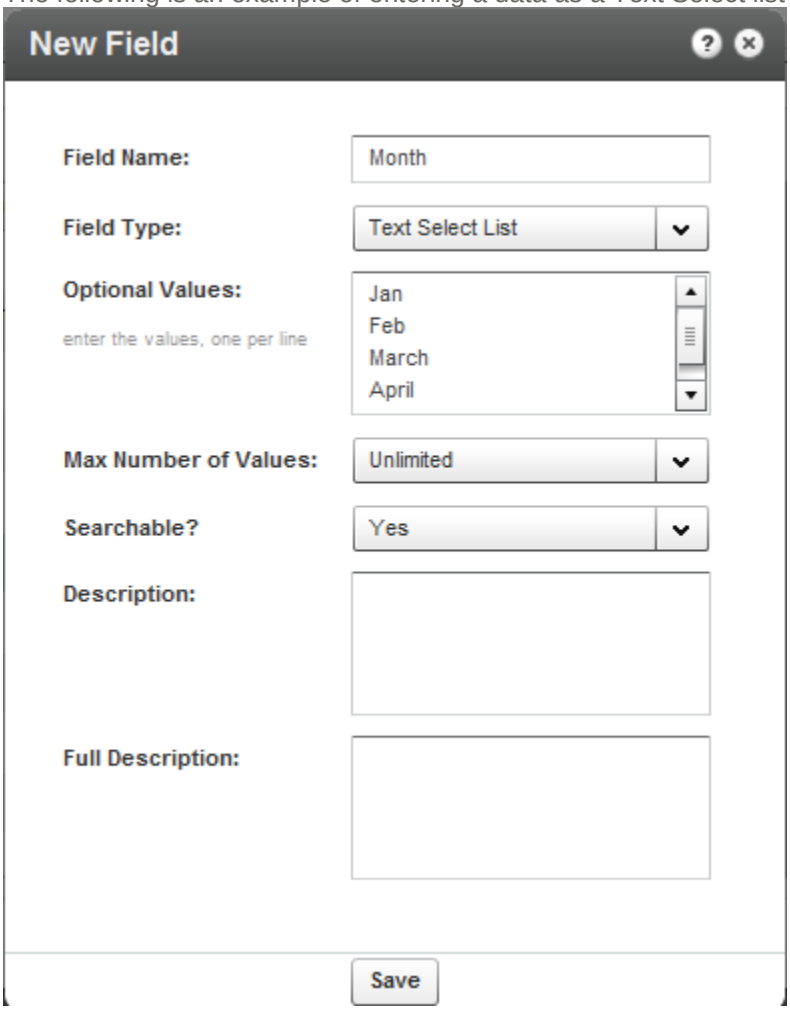
1. Select the Settings tab and then select the Custom Data menu.
2. Add a schema. See Adding a Schema.
3. Click Add Field.
   The New Field window appears.



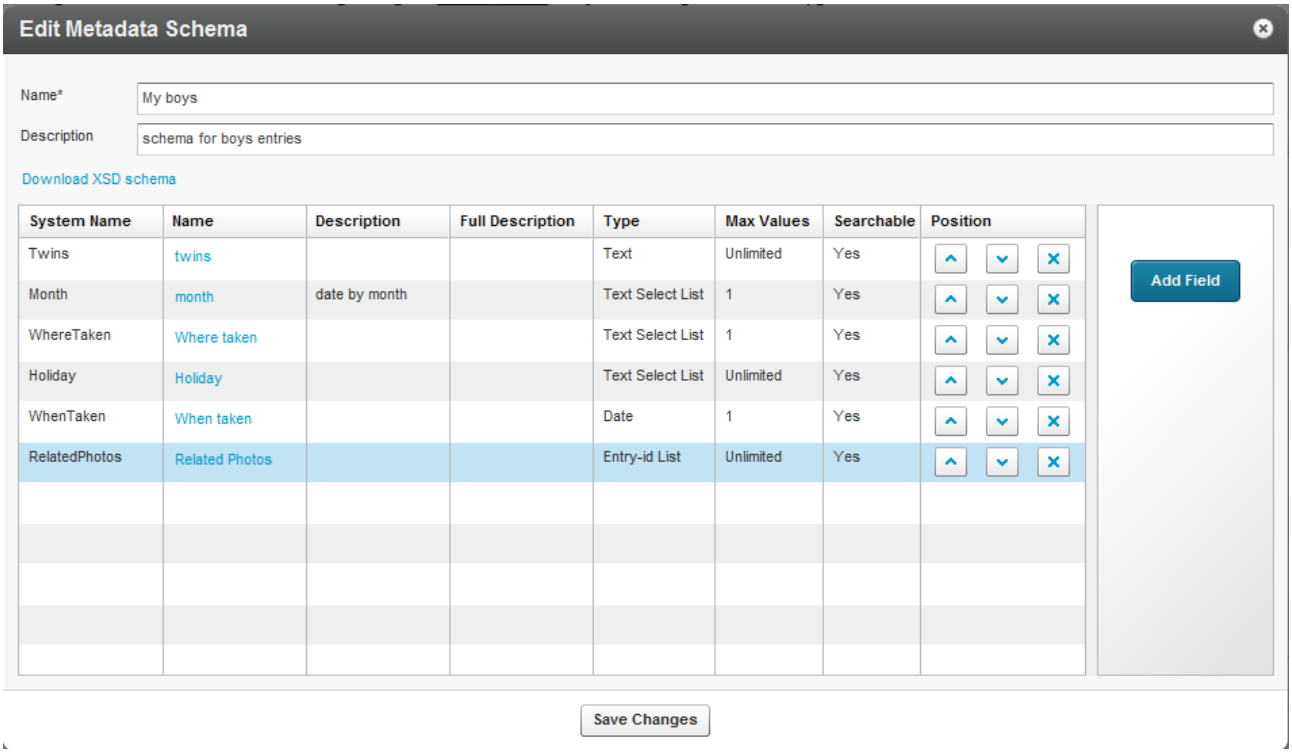
4. Select the Field type. See Kaltura Custom Metadata Functionality.

5. Enter values for the field or list.
6. Add a Description, or Full Description.
7. Click Save. The Custom Fields List is displayed.
8. Use the up and down arrows to change the order of the fields.

The following is an example of entering a data as a Text Select list for the field Month.



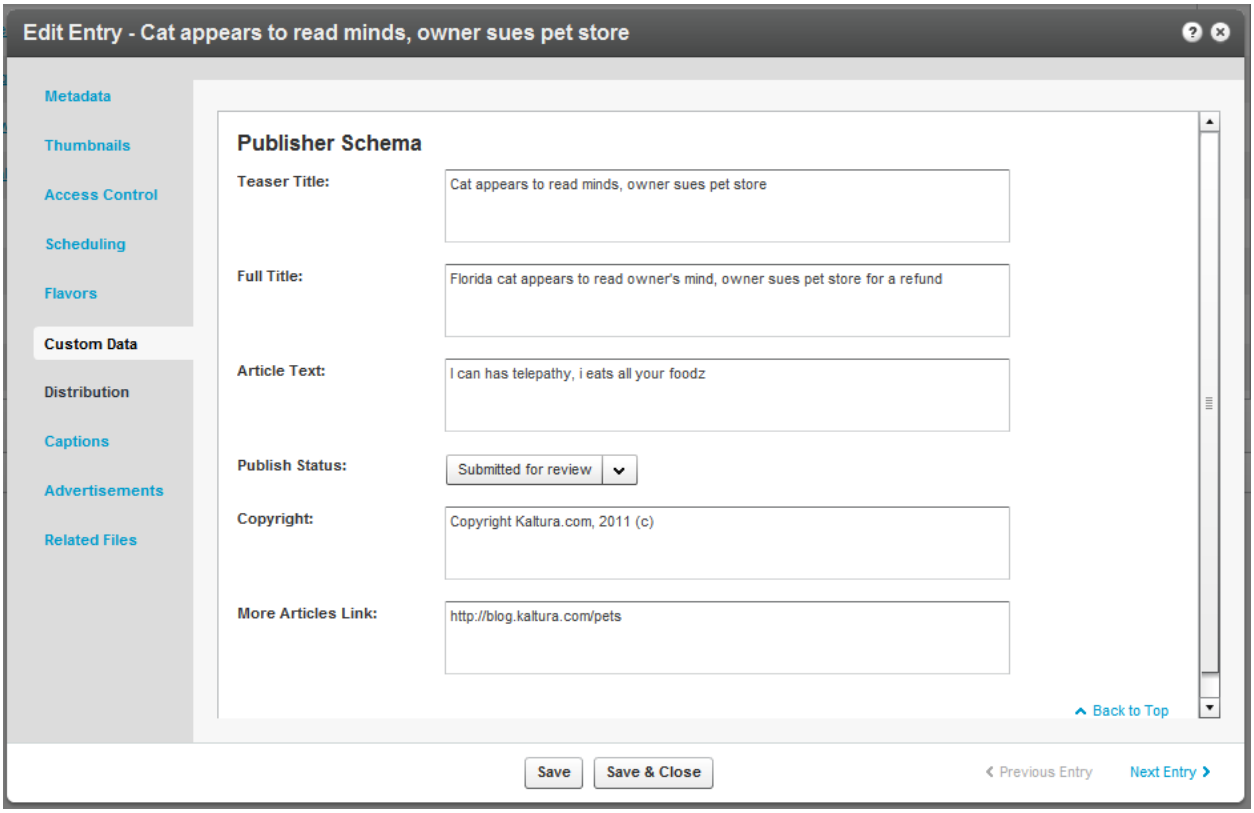
The following screen displays a schema with an entry ID chosen.



Setting Values for Custom Metadata Fields (Per Entry)

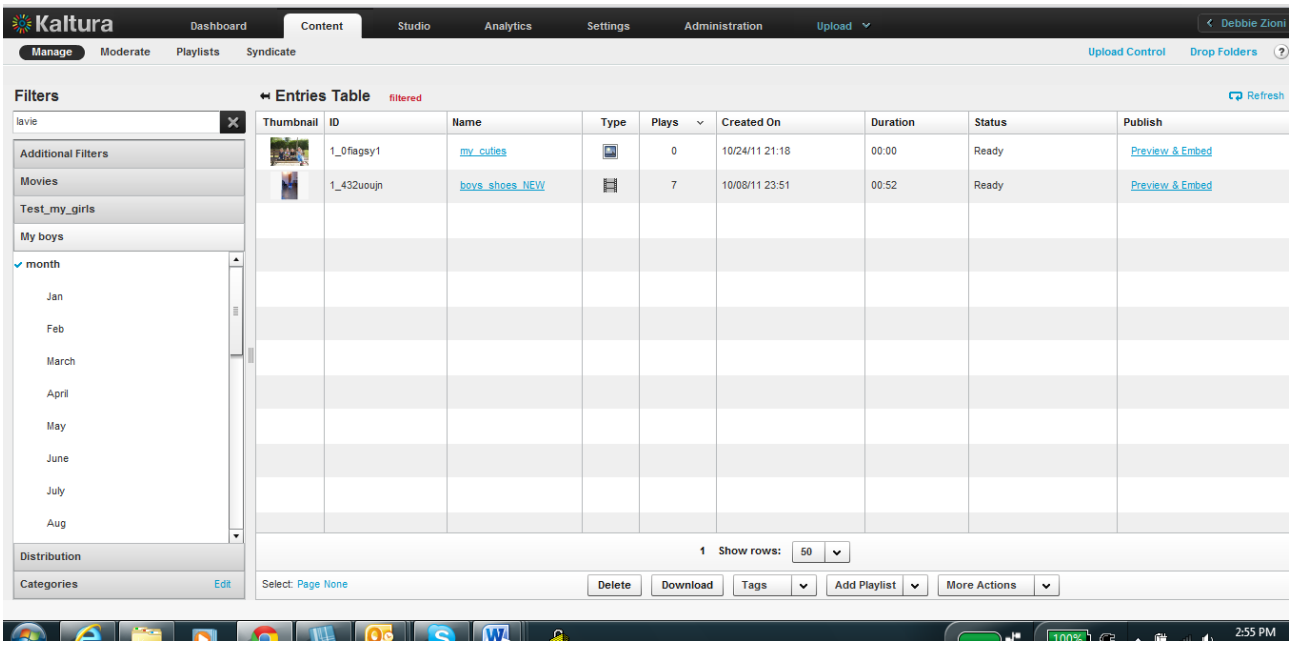
To add values to the custom metadata fields

1. Select the Content tab and click on the entry in the Entries table.
2. Select the Custom Data tab.
3. Click Add.



Searching Based on Metadata Fields

You can use custom fields to search for content and create playlists. To search textual fields, use the search box, for canned lists use the Metadata Filters. See Searching Playlists



Add the Transcoding Flavors File

To add the Transcoding Flavors

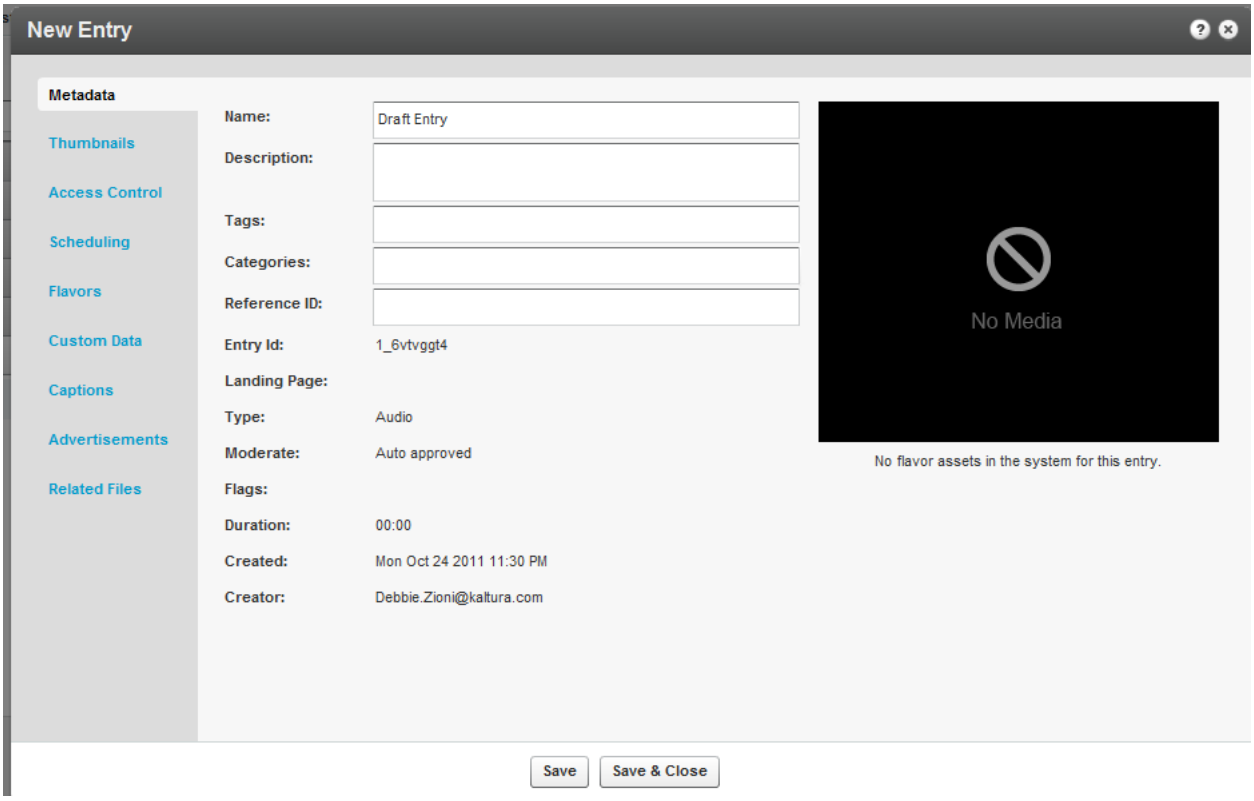
1. Select the Content tab and click on an entry.
2. Select the Flavors tab.
3. Click the Action dropdown menu to manage the Transcoding Flavors for this entry. Select from one of the following options:

- Delete -deletes the current flavor
- Download
- Upload - upload the flavors file from desktop.
- Drop Folder – uploads the flavors file from the drop folder
- Convert- converts to an additional flavor that may be required for display

Preparing Metadata for an Audio Entry

To prepare metadata for an audio entry

1. Go to the Upload tab.
2. Select Audio entry.
   The New Entry form is displayed.
3. In the Metadata tab add the metadata information.



4. Enter the Reference ID. Be certain that the Reference ID is must part of the media file name. See Drop Folder Configuration Options.

5. Click Save and Close.
6. Add the Media Source File.
7. Add the Transcoding Flavors File.

CHAPTER 6

Locating Content in the KMC

This section contains the following topics:

- Filtering in the Entries Table
- Searching Playlists

You can use categories, tags, or any of your custom metadata fields to locate any file in the KMC.

Filtering in the Entries Table

The list of entries can be filtered according to the parameters that are specified in the filter bars on the left side of the page. You can filter content using the search criteria, for a specific category, or use additional filters. If the Entries Table is filtered, a Filtered notification is indicated on the display.

The Filters bar is located to the left of the Entries Table. Use the Filters bar to filter your entry list according to various parameters and search criteria.

NOTE: You can sort the Entries Table by clicking on the various columns or using the scroll bar. You can also select how many items to display per page (10 to 500).

Searching Through Entries

The search box enables you to search for specific entries existing in your account.

To search for any word in the entry name, tags or both.

1. Go to the Content tab and select the Manage menu.
2. Enter your search criteria and click the magnifying icon on the right, or press Enter.
   You can enter textual fields or, for canned lists use the Metadata Filters.

You can search for content and then create playlists containing the filtered content.

To create playlists based on filtered content

1. Search for content based on a filter.
2. Click Add Playlist to create a playlist. See Creating and Customizing Playlists and Players

To clear the search box

- Click the X icon on the right.

Defining and Assigning Entry Categories

Media entries can be divided into categories. The different categories are built in a tree-like hierarchy where each category can include multiple sub-categories. You can add or remove categories by clicking on the "Edit" link on the top left corner of the Filter bar, and then clicking on the "+/-" icons that appear when you hover with your mouse over a specific category. You can also drag-and-drop categories from one location of the 'tree' to another.

To assign a media entry to a specific category

1. Go to the Content tab and select the Manage menu.
   Either
- Drag-and-drop in the entry from the Entries Table on the right to the desired category on the left.

   or
2. Click on the Entry.
3. Enter the Category in the Metadata tab.
4. Click Save and Close

To remove an entry from a category

5. Go to the Content tab and select the Manage menu.
6. Remove the category settings in the Metadata tab.
7. Click Save.

NOTE: When you click Delete in the Entries table. The entry will be deleted from the account and not only from the category that is currently selected. See Delete Entry.

Using Additional Filters

To use additional filters

- Click "Additional Filters" to open more filter options, including:
  - Between any two specific dates
  - By media type (Audio, Video, Image , Video Mix, Live Stream)
  - By Ingestion Status (Ready, No Media, Pending, Uploading, Transcoding, Error)
  - By duration — Short clips (up to 4 minutes), Medium clips (4 to 20 minutes), Long clips (more than 20 minutes)
  - By Original or Clipped entries – original media, entries created by clipping
  - By Scheduling status (Past, Live now, Scheduled to go live at a later date, Scheduled between specified dates)
  - By moderation status
  - By Media Replacement Status
  - By Access Control Profile (see Access Control for more details)
  - By video quality (Transcoding Flavor)

You can filter content using a single or multiple criteria.

Filtering by Distribution

To display only distributed content in the entries table

- Select the "Distribution" filter and click one or more distributors to display. See Distribution and Syndication.

To clear the filter

- Click the distributor names again.

Deleting an Entry

To delete one or more entries

1. Select the entry you would like to delete (or multiple entries using the CTRL key) and press the "Delete" button on the bottom of the page.
2. A prompt box will ask you to approve your selection and once you click "Yes" the selected entries will be deleted.

   Note that you can delete more than one entry at a time, but only entries appearing on the same page of the main list.

Adding Tags

To add descriptive tags to your entry

1. Select one or more entries and clicking the "Add Tags" button on the Manage Tags drop-down menu at the bottom of the page.
2. In the "Add Tags" window that opens, type the tags you want to add, separating the different tags by commas.

   You can add tags to more than one entry at a time, but only on entries appearing on the same page of the entries list.
3. Click "Save" on the "Add Tags" window to add the tags to all selected entries.

Removing Tags

To remove descriptive tags from your entry

1. Select one or more entries and click the "Remove Tags" button on the Manage Tags drop-down menu at the bottom of the page.
2. In the "Remove Tags" window that opens, select all the tags you want to remove, using the CTRL key for multiple selection.

   Note that you can remove tags from more than one entry at a time, but only on entries appearing on the same page of the entries list.
3. Click "Remove" on the "Remove Tags" window to remove the tags from all selected entries.

Searching Playlists

Use the Filters pane to search for playlists in your account. You can search for any word in the playlist name, tags or both. You can also filter by date by select a date range or by clicking the calendar icons on the Created between fields.

CHAPTER 7

Managing Access Control Profiles

This section contains the following topics:

- Access Control Profiles
- Creating an Access Profile
- Assigning an Access Control Profile to an Entry
- Content Scheduling

Access Control Profiles

Kaltura supports several publication restrictions allowing limited access to content when business requirements dictate it. These restrictions can be placed on the entry level but can also be streamlined to be set automatically or on demand, on a group of items based on a set of criteria, during upload via a bulk upload CSV file, or during an update transaction using Kaltura's APIs. See Kaltura API documentation.

An Access Control Profile defines authorized and restricted domains where your content can or cannot be displayed, countries from which it can or cannot be viewed, white and black lists of IP addresses and authorized and unauthorized domains in which your media can be embedded. Use the Access Control menu to view existing profiles and create new ones.

Controlled access provides authentication and authorization capabilities. Developer authentication is done using a combination of the Partner ID and one of two "secrets", each providing a different set of authorization capabilities. In return, a Kaltura Session token ("KS") is generated, through which API calls can be made.

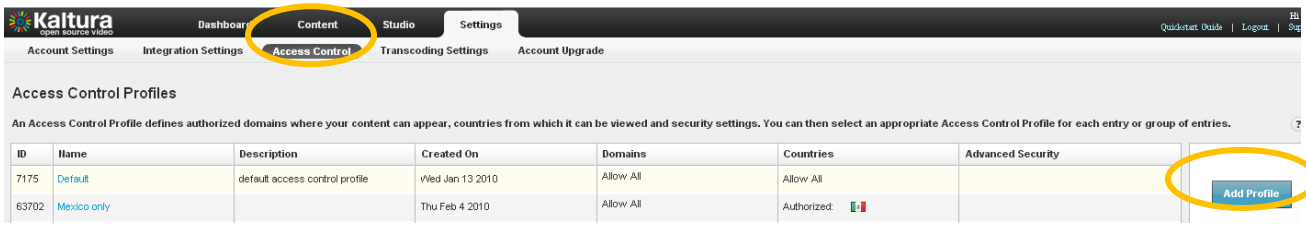
Content Entitlement

You can segregate your content based on your various user groups and audiences. You can create content channels to be accessed only by certain users, and allow other content items to be available to all. Access profiles also allow you to manage groups and users on your own identity.

To view Access Control settings

- Select the **Settings** tab and then select the **Access Control** tab.

The Access Control Profiles window is displayed. A default access control profile that permits access to all is configured automatically.

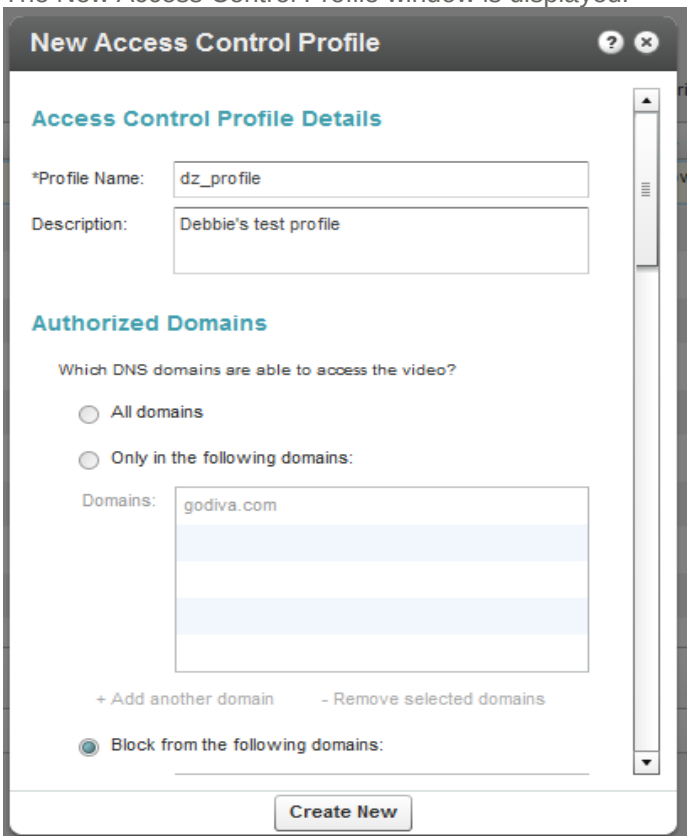


Creating an Access Profile

Workflow for creating an Access Profile.

To create an access control profile

1. Select the Settings tab and then select the Access Control tab.
   The Access Control Profiles window is displayed.
2. Click Add Profile.
   The New Access Control Profile window is displayed.



3. Enter an informative Name and Description for the profile.
4. Configure the Authorized Domains. See Restricting Domains.
5. Configure the Authorized Countries. See Restricting Countries for Viewing.
6. Configure the Authorized IP Addresses. See Restricting Views by IP Address.
7. Configure the Advanced Security. See Restricting Views with a Server Side Secret
8. Click Create New.

Restricting Domains

Kaltura's Access Control mechanism provides the means to restrict content playback from specific domains. This is useful to prevent scraping of content from your website or re-sharing of content on other sites that are not yours.

Domain restrictions allow you to define a “white list” of domains that allow only playback attempts of content placed on these domains to be granted. Any playback attempt via the Kaltura Dynamic Player placed on a domain *not* on this list will be denied. In the same manner a “black list” can be defined performing the opposite constraint. Any playback attempt from these domains will be denied. You can create a combination of both “white listed” and “black listed” domains.

To restrict content to specific domains.

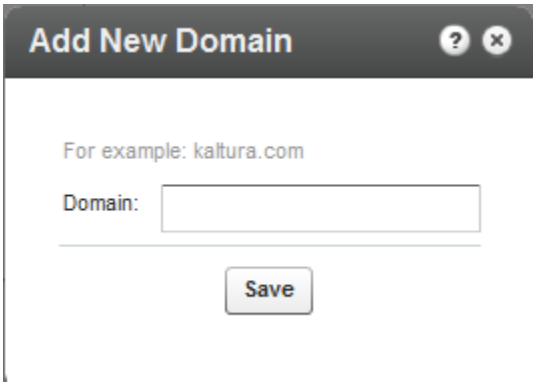
In the **Authorized Domains** section, select one of the following options:

- Toggle All Domains – content will display in all domains.
- Toggle Only in the following domains - enter a site or list of approved sites to display content. See Add or Remove a Domain.
- Toggle Block from the following domains - enter a domain or list of approved of domains to exclude. See Add or Remove a Domain.

Add or Remove a Domain

To add a domain

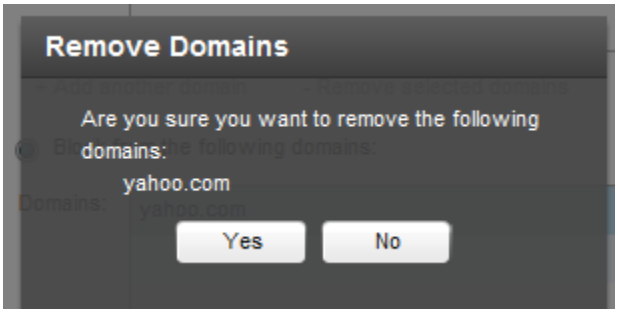
1. Click + Add another domain.



2. Enter the domain name in the format of *company.com*

To remove a domain

1. Select a domain from the listed domains.
2. Click the Remove selected domains.



3. Click Yes.

Restricting Countries for Viewing

Geographic restrictions, similar to domain restrictions, allow you to define a “white list” or a “black list” of specific geographical locations, limiting or enabling playback attempts of content for users located in these locations. For example, a Kaltura Player entry assigned with geo-restrictions where the white list contains only Spain can be placed on any domain but will only be playable by viewers located in Spain.

To restrict content to specific countries

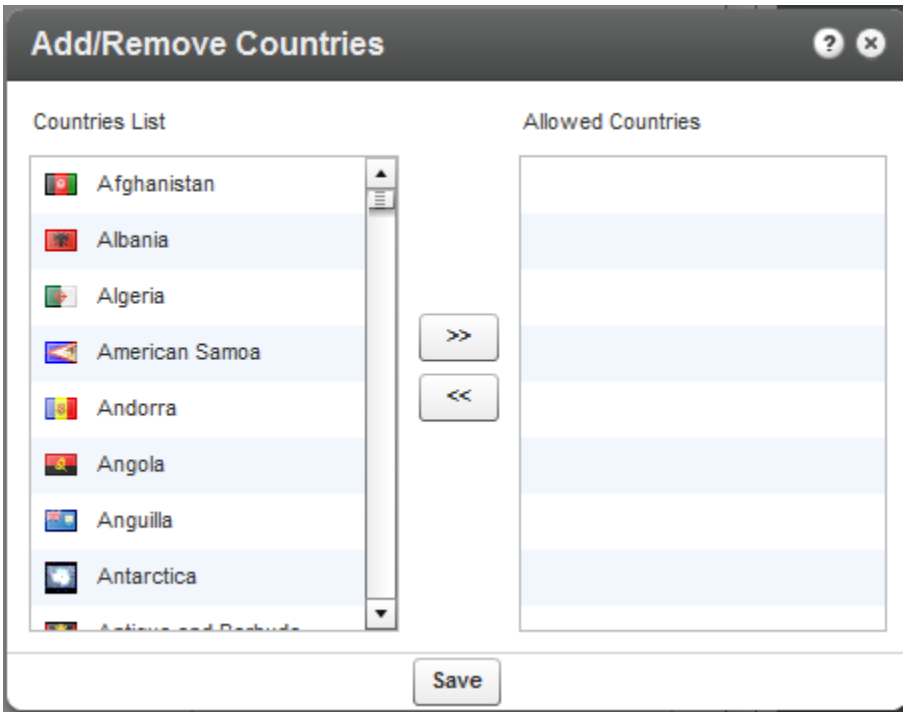
In the **Authorized Countries** section, select one of the following options

- Toggle Anywhere– content will be displayed in all countries.
- Toggle Only from the following countries- select a country or list of approved countries that will display content. See Add or Remove Geographic Regions (Countries) .
- Toggle Block from the following Countries - enter a country or list of approved of countries to exclude. See Add or Remove Geographic Regions (Countries).

Add or Remove Geographic Regions (Countries)

To add a geographic region

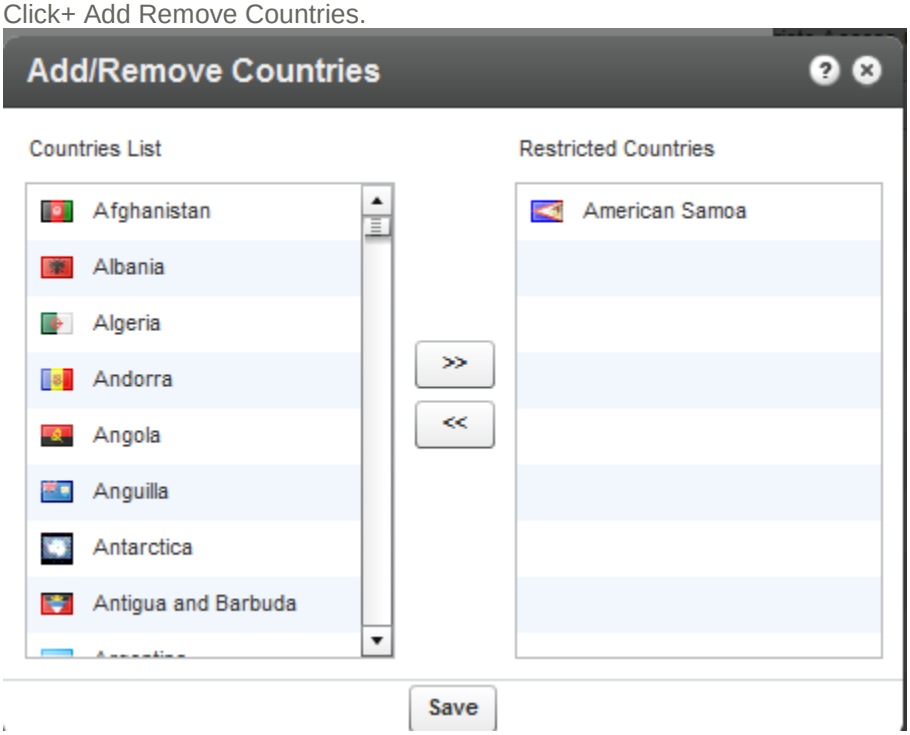
1. Click + Add Remove Countries.



2. Use the scroll (Ctrl button for multiple selections) and select the countries from the Countries List to display content.
3. Use the arrow buttons to transfer the list to the Allowed Countries.
4. Click Save.

To remove a geographic region

1. Click+ Add Remove Countries.



2. Use the scroll (Ctrl button for multiple selections) and select the countries from the Countries List to the Restricted Countries.
3. Click Save.

Restricting Views by IP Address

You can restrict content view by IP addresses or ranges and determine which IP ranges will be allowed to view the content.

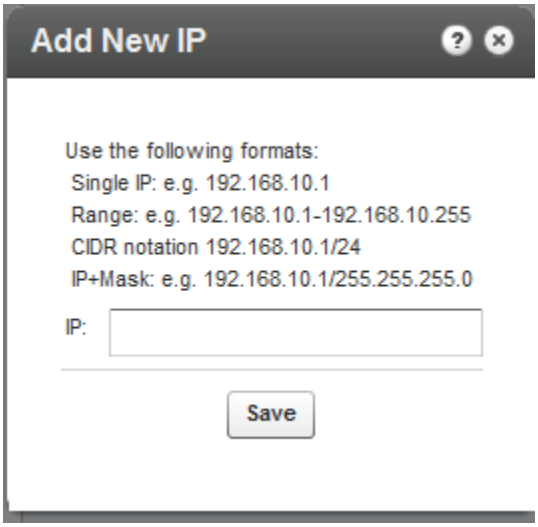
To Restrict Views by IP AAddress

- In the **Authorized IPs** section, select one of the following options
  - Toggle All IPs – content will be displayed for all IP addresses.
  - Toggle Only from the following IPs- select a range of approved IPs that will display content. See Add or Remove IP Addresses.
  - Toggle Block from the following IPs- enter a range of approved IPs that should be excluded from content viewing. See Add or Remove IP Addresses.

Add or Remove IP Addresses

To add or block IP addresses

1. Click + Add Another IP.



2. Use the notation indicated to enter IP addresses.
3. Click Save.

To remove IP addresses

1. Highlight the IPs you want to remove from the restricted list.
2. Click +Remove Selected IPs.
   A warning message is displayed.
3. Click Yes.

Restricting Views with a Kaltura Session

Often, the user authentication/entitlement mechanism that decides whether a user is entitled to access a specific media entry or not, will reside outside of Kaltura. When the authentication mechanism resides outside Kaltura, we recommend that you use an Advanced Kaltura Session (KS) based Access Control mechanism, that permits access to the media only when a valid Kaltura Session is provided. .The external entitlement mechanism will then generate the valid Kaltura Session when users should be permitted to view the content.

The session is created using a secret. The external entitlement mechanism will then generate the valid KS when users should be permitted to view the content. Common examples include -

When implementing paid content where the payment gateway is not Kaltura, the server processing the payment will be the mechanism deciding on entitlement. After the payment is processed, the payment server creates a valid Kaltura Session by calling the Kaltura API and passes that KS to the Kaltura player.

When implementing a single-sign-on and permissions mechanism using LDAP or other authentication mechanism outside of Kaltura, the server responsible for user authentication contains the entitlement logic. The authentication server will call the Kaltura API and generate a valid KS when appropriate.

A Kaltura Player marked with tokenized access requires a “session token” to be created and provided during every playback. A session token can only be created by a developer possessing valid credentials and expires after a limited amount of time. Thus, even if an attempt to grab the item’s direct URL is successful, the playback session will soon expire and without possession of the valid credentials, regeneration of a new token will not be possible.

This option is useful to prevent scraping of content from your website or re-sharing of content on other sites that are not yours and provides an additional amount of security to content display.

Pay-Per-View

You can enable paid programming with a video preview, and easy, on-the-fly payment options for full video access.

To create a Kaltura Session restriction to view content

- Check **Secure viewing of this video with Kaltura Session (KS).**

To enable a free preview

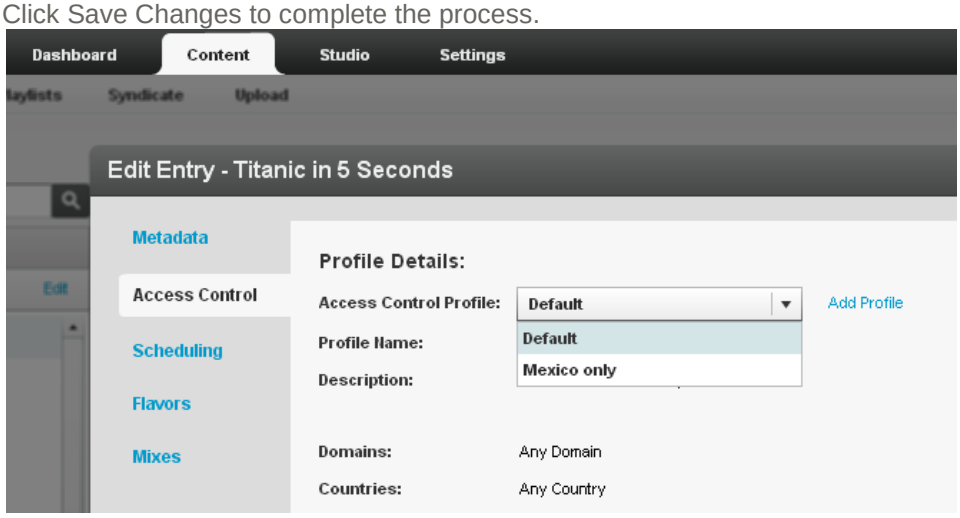
1. Check Free Preview.
2. Enter the amount of time in seconds for the free preview display.

Assigning an Access Control Profile to an Entry

You can assign an Access Control Profile to an entry.

To assign an access control profile to an entry

1. Go to Content tab and select the Manage menu.
2. Click on the entry to which you want to assign an Access Control Profile.
3. Go to the Access Control tab and select an existing profile from the drop-down menu.
4. Click Save Changes to complete the process.



Assigning an Access Profile to a Bulk Upload

A default access profile is included with the KMC. After you create an Access Profile, an ID is created and listed in the Access Control page.

To assign an access profile to a bulk upload

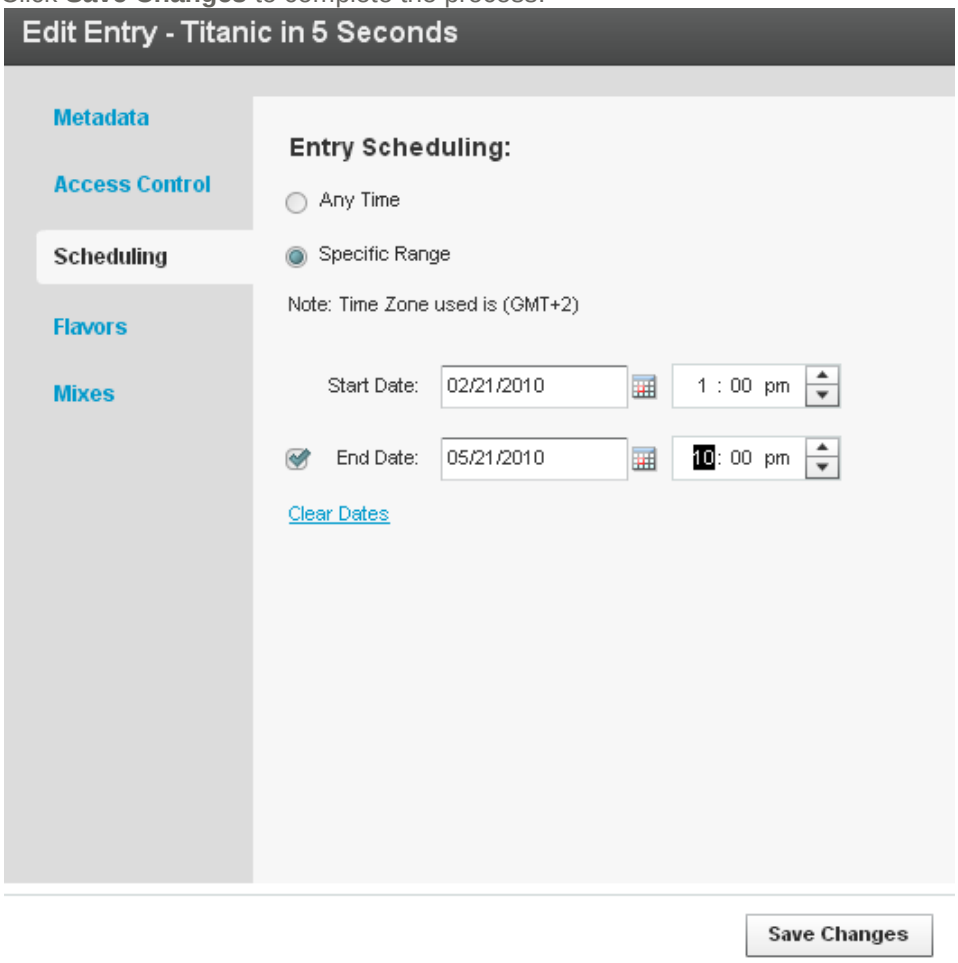
- Set the ID from the Access Control List to the accessControlProfileId in your CSV
- Set the profile ID from the Access Control List to the accessControlId in your XML file.

Content Scheduling

Content Scheduling determines when your media entries will be permitted for viewing ("sunrise") and when access should be automatically discontinued ("sunset"). You can set specific scheduling parameters for your content. You can set the entry to be available for display at any time (for example, no schedule limitations) or you can set the entry to be available during a limited timeframe (for example, display this video starting on X date with no end time, or display this video only between X date and Y date). Note that when users try to access a video that is no longer valid (in terms of its scheduling), they will receive an error message explaining that this content is no longer valid.

To configure content scheduling

1. Go to Content tab and select the Manage menu.
2. Click on an entry.
3. Select the Scheduling menu and select and set your specific time range.
   Click **Save Changes** to complete the process.



CHAPTER 8

Moderation and Editorial Workflows

This section contains the following topics:

- Roles and Permissions
- Content Moderation Workflows
- The Moderate Tab

Roles and Permissions

Roles and permissions enable organizations to define a user's ability to perform actions based on the user's responsibilities.

A publisher uses the roles and permissions infrastructure to specify actions that a user is allowed to perform. User roles define permissions granted to the user for the different KMC functionalities.

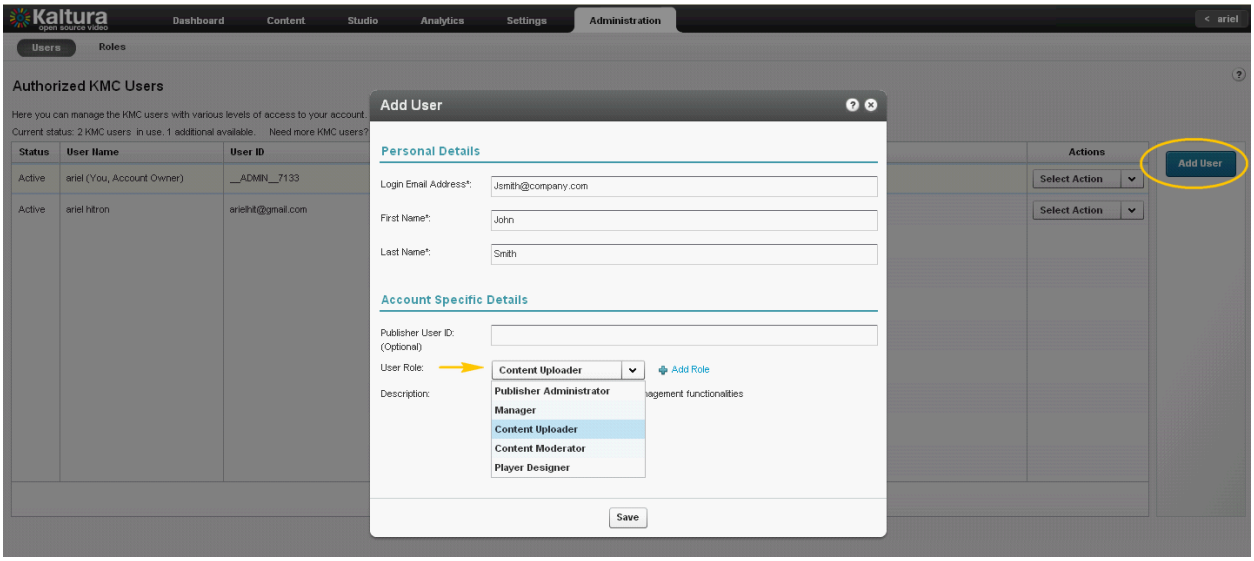
Adding a User

The following table lists the information that should be provided for adding a new KMC admin user. Please note that a limited number of users are allocated by default to each KMC account. If you reached the KMC users quota for your account and need to set additional users, please contact Kaltura with a request for additional KMC admin users.

Field	Description
Email address	The user's email address serves as a unique identifier of the user in the Kaltura system, as the user login username and as a recipient address for system-generated messages. Upon the creation of a new user account, a welcome email notification will be sent to this email address with a link for setting the initial password.
First name, Last name	User's name
Publisher ID (Optional)	A unique identifier that may be in use by the publisher in different systems. This will serve as the KMC user identifier as content contributor in all KMC-related locations. When a publisher ID is not provided, the user email address will be used as a default value.
User Role	Defines the set of permissions granted to the user for the different KMC functionalities. This role should be set according to the tasks that the user needs to work on and the functionalities that the user needs access to within the KMC. The different KMC user roles are set (by users who are granted with permission to do so) from the KMC Roles page (under the Administration tab).

To add a user

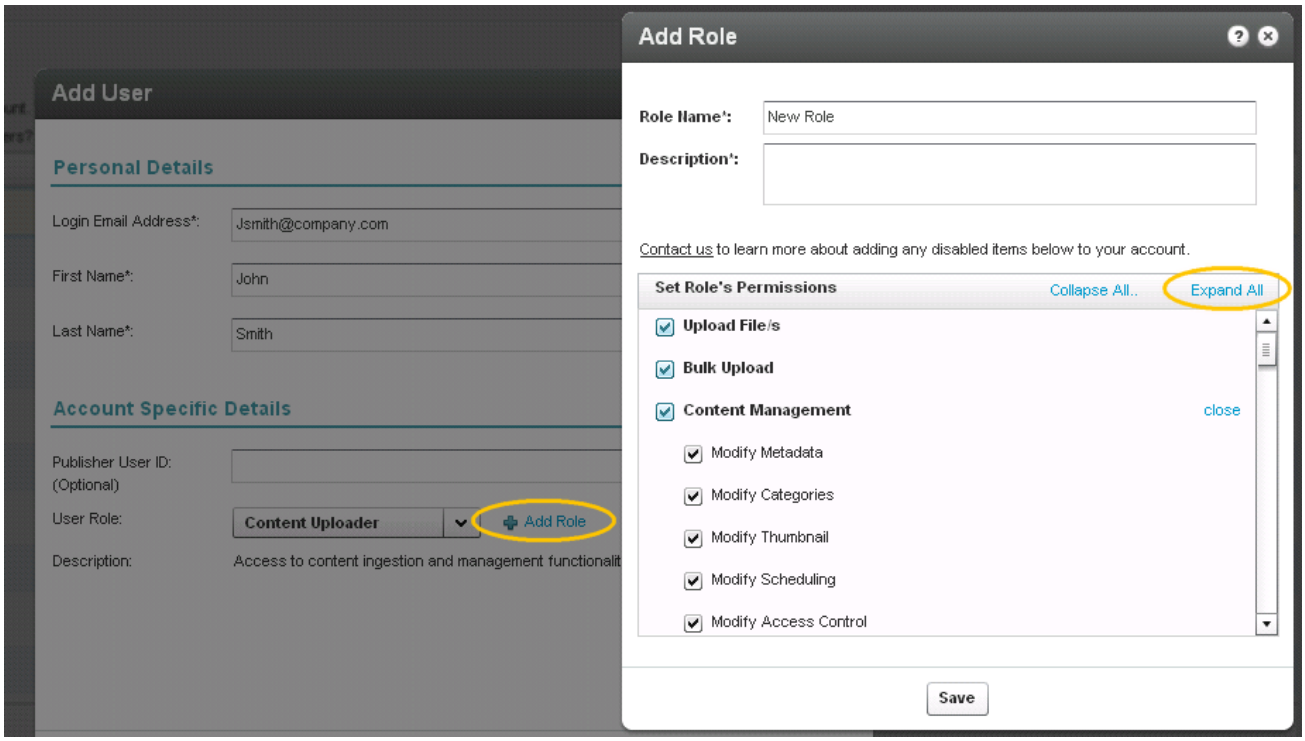
1. Go to the Administration tab and select Users from the menu.
2. Click Add User, and fill in the details in the Add User window.
3. Select a User Role from drop-down menu.



4. Click Add Role to create a custom role (optional).

   After naming the role and providing a description you will be able to select the specific permissions required.
5. For granular permissions within each category click Expand All. See Creating Custom Roles.
6. Click Save..

Once a new user is created, an email will be sent to the specified email address containing a link to set the account password.



Editing a User

After a user account is set in the system, the user's personal details can only be set by the user personally, from the **My User Settings** page in the **Settings** tab. See My User Settings.

To edit user information

1. Go to the Administration tab and select Users from the menu.
2. Click on a User and then select Edit from the drop down menu.

Only the Publisher User ID and the User Role may be edited in Edit User window. Please note that it is not possible to edit the user role that is defined as the Account Owner. In addition, a KMC user with access to user management functionalities cannot edit the user role selection in their account.

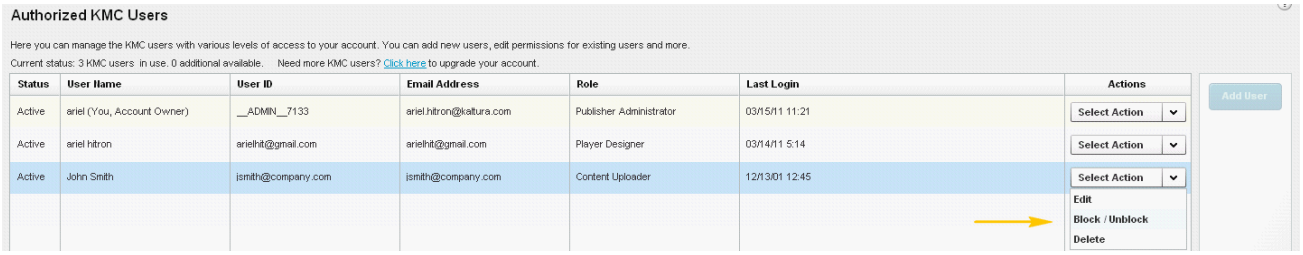
Deleting and Blocking Users

You can prevent users from logging into the KMC temporarily or permanently. Blocking a user will prevent the user from logging into the KMC. This restriction can be removed by applying the unblock action.

Deleting a user is a permanent action. The deleted user's content contribution records will be kept in the system.

To block or unblock a user

1. Select the Administration tab and then select the Users menu.
2. Click on a User Name.
3. Select Block/Unblock from the Select Action drop-down menu to block a user temporarily.
4. Select Delete from the Select Action drop-down menu to remove a user permanently.

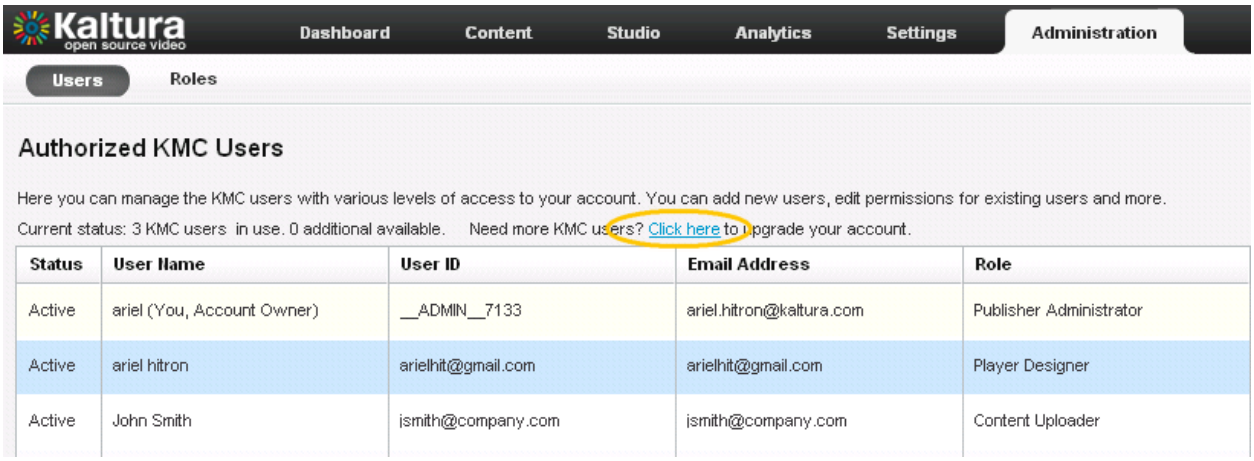


Purchasing a License for Additional Users

Each KMC account is allocated three users.

To request additional users

1. Select the Administration tab and then select the Users menu
2. Click on the Click here to upgrade your account link.



Creating Custom Roles

When you add a KMC admin user role to a specific publisher account, you should add the relevant set of permissions in the **Add Role** window. You can select which KMC functionalities are available to users with the defined role. Clicking the checkmark next to each permission group name will toggle the permission level for the specific KMC functionality to the following modes:

- Full Permission (checked) – Grants access to all KMC functionalities listed under the permission group.
- View-Only Permission (partially checked) – Grants view-only access to the KMC functionalities listed under the permission group.
- No Permission (unchecked) – No access to the KMC pages that are relevant to the KMC functionalities listed under the permission group.

To create custom roles

1. Go to the Administration tab and select the Roles menu.
2. Click Add Role.
3. Enter the Role Name and provide a description.

4. Check the specific permissions allowed for the custom role.
   Most of the permissions are organized under KMC high-level functionalities.
5. Click the Advanced option to open a more detailed list of the specific KMC functionalities related to the group.
6. For granular permissions within each category click Expand All.
7. You can edit, duplicate or delete any existing role via the using the Select action drop-down menu.
8. Click Save.

Role Management

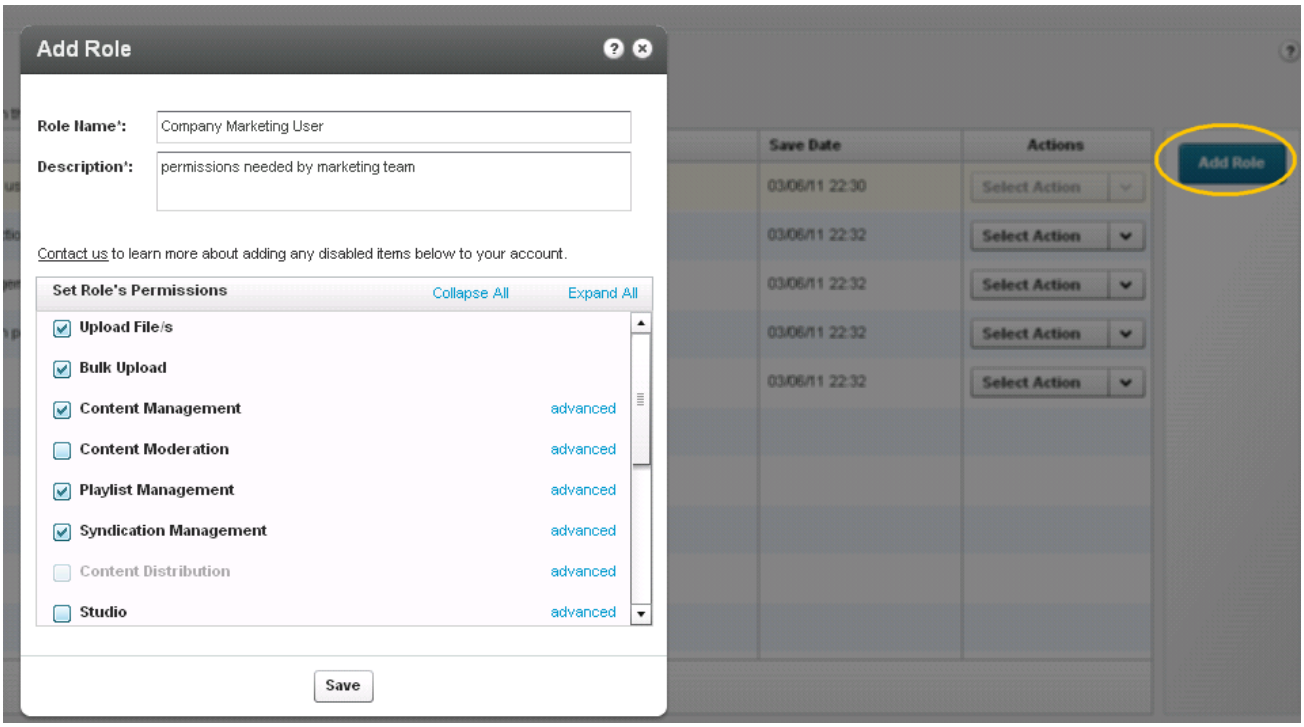
After you create roles you can:

- Edit a role
- Duplicate a role.
- Delete a role.

To modify roles

1. Go to the Administration tab and select the Roles menu.
2. Click on a role.
3. Select an option from the Actions menu.

- **Edit a role**
  Editing a user role affects the access level of the KMC user associated with this role only after the user logs in to the KMC. We recommend that you edit an “in-use” role when users associated with this role are not logged into the KMC.
- **Duplicate a role**
  Duplicating a role is a quick way to create a new KMC user role with a similar, but not identical, set of permissions as an existing user role. The duplicated role is populated with the permission set of the duplication source role, so minor changes to this permission set can be easily made. After you duplicate a role, use the Edit option to modify the permissions.
- **Delete Role**
  Deleting a role is a permanent action. It is not possible to delete a user role record as long as KMC admin users are associated with the role. In such cases, make sure to update the relevant KMC user accounts with another user role before attempting to delete their existing role.



To change your password,see My User Settings

Content Moderation Workflows

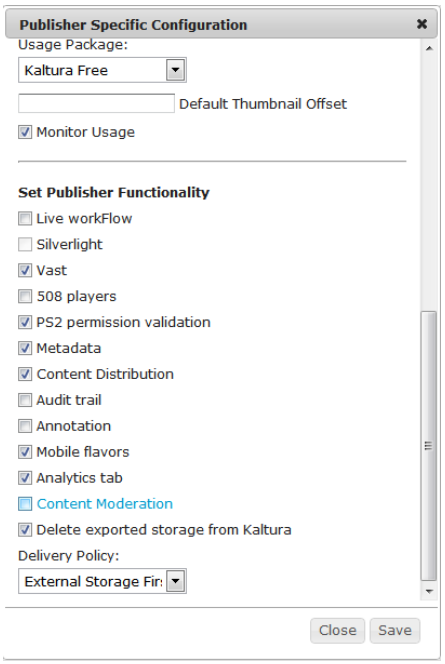
You can review content before it is published to eliminate spam and abusive content in User Generated Content (UGC) portals. You can also implement complex editorial workflows for your various editorial team roles.

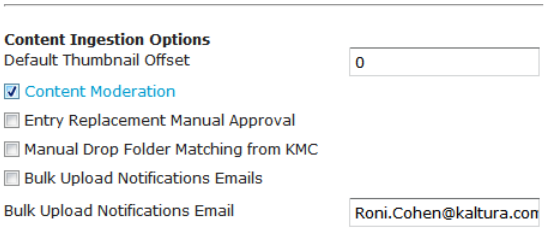
Content Moderation

A KalturaBaseEntry object includes moderation status which indicates whether the entry needs to be examined by an administrator or was already decided as approved or rejected content. An Entry that is the moderation queue is not available for public use. The KalturaBaseEntry object allows you to prevent unauthorized content from being automatically published on your site.

The default behavior of every Kaltura account is that each uploaded entry is automatically marked as approved. Each entry does not go through any moderation process. This default behavior was set because most publishing work-flows are editorial in nature, where only authorized people can ingest content.
The default behavior can be changed (per account, through the Admin Console) so that every uploaded entry will be marked as pending moderation. Then entries are not accessible to users without proper permissions. Only a moderator (user with moderation permissions) will need to approve or reject the entry.

An entry that was rejected will not be playable by users without moderation permissions.

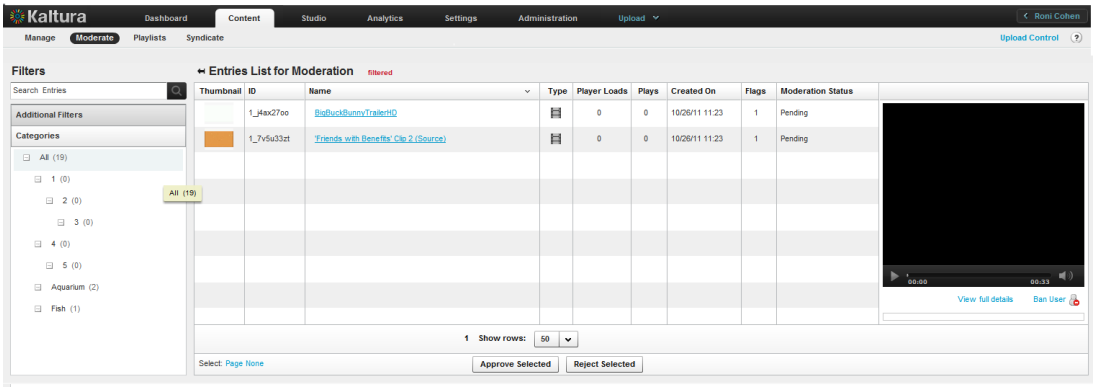




The Moderate Tab

The Moderate tab in the KMC located allows publishers to see the moderation queue, where all entries marked as pending, are waiting to be approved or rejected. Content moderators can change moderation status (approve/reject).

You can change the moderation status; from the KMC Moderation tab or by calling BaseEntry.approve or BaseEntry.reject API calls.



Editorial vs. Crowd Sourcing

Sites may define their moderation policy according to their targeted audience, age groups and type of content on the site. It is a frequent demand to allow even a UGC (User Generated Content – Content that was uploaded by end-users who are not moderators or admins of the site) to be automatically approved and published, yet allow other end-users of the site to notify the site admins if a certain content should be removed, for example, if the content is hurtful, not appropriate or violating rights.

In Kaltura, entries can be “flagged” for review by calling the BaseEntry.flag API call. Then content managers can see a list of entries that were marked as flagged and determine if that content should be approved or rejected. This functionality is also implemented as a Kaltura Player plug-in available from the Player Studio. See XREF.
The Flagging capability is available to any publisher account, regardless of its moderation policy set in the Admin Console.

CHAPTER 9

Using Subtitles and Captions

This section contains the following topics:

- Caption File Types
- Subtitles and Captions Terminology
- Adding Captions to an Entry
- Setting Up Captions for Display

Caption File Types

You can upload multiple subtitle and caption files (SRT, DXFP,XML) and transcripts (TXT), or reference an external link to a captions file in the KMC. Viewers can then select and toggle between different language subtitles and captions. Subtitles and captions are fully searchable as a metadata field. Kaltura's accessibility player plugin also makes the captions readable via screen readers and therefore helps organizations adhere to 508 compliancy regulations. Kaltura's "In Video Search" API allows users to for a specific phrase within a library of videos and within the search results directs the user to the exact point in the video where the phrase appears. For more information see Kaltura Demo Apps for Captions.

You can also automate the creation of subtitles and captions, and transcriptions through our partners in Kaltura Exchange. For instance check out 3Play Media Interactive Transcript / Captioning Plugin.

Searching within Captions

Publishers can use the Kaltura API and code skeleton to search within the captions and point the viewer directly to the relevant point in time. The search is done across a catalogue of videos, making the discovery process easy and accessible, especially when searching in a large amount of content.

Contact your account manager to learn more on how to integrate this functionality into your website and environment.

Subtitles and Captions Terminology

A **caption file** contains *both the text and information* about when each line of text should be displayed.

A caption is synonymous with **subtitle** and is usually displayed at the bottom of the screen.

SRT and DXFP are text file formats that contain captions; **including the time** each subtitle should be displayed followed by the text of the subtitle.

If the caption includes non-dialog text, the file is considered a **closed caption**.

Transcriptions are files that contain text of the video without time stamps.

Captions can either be a form of written translation of a dialog in a foreign language or a written rendering of the dialog in the same language. Closed captions files contain added information to help viewers who are deaf and hard-of-hearing to follow the dialog, or people who cannot understand the spoken dialogue or who have accent recognition problems.

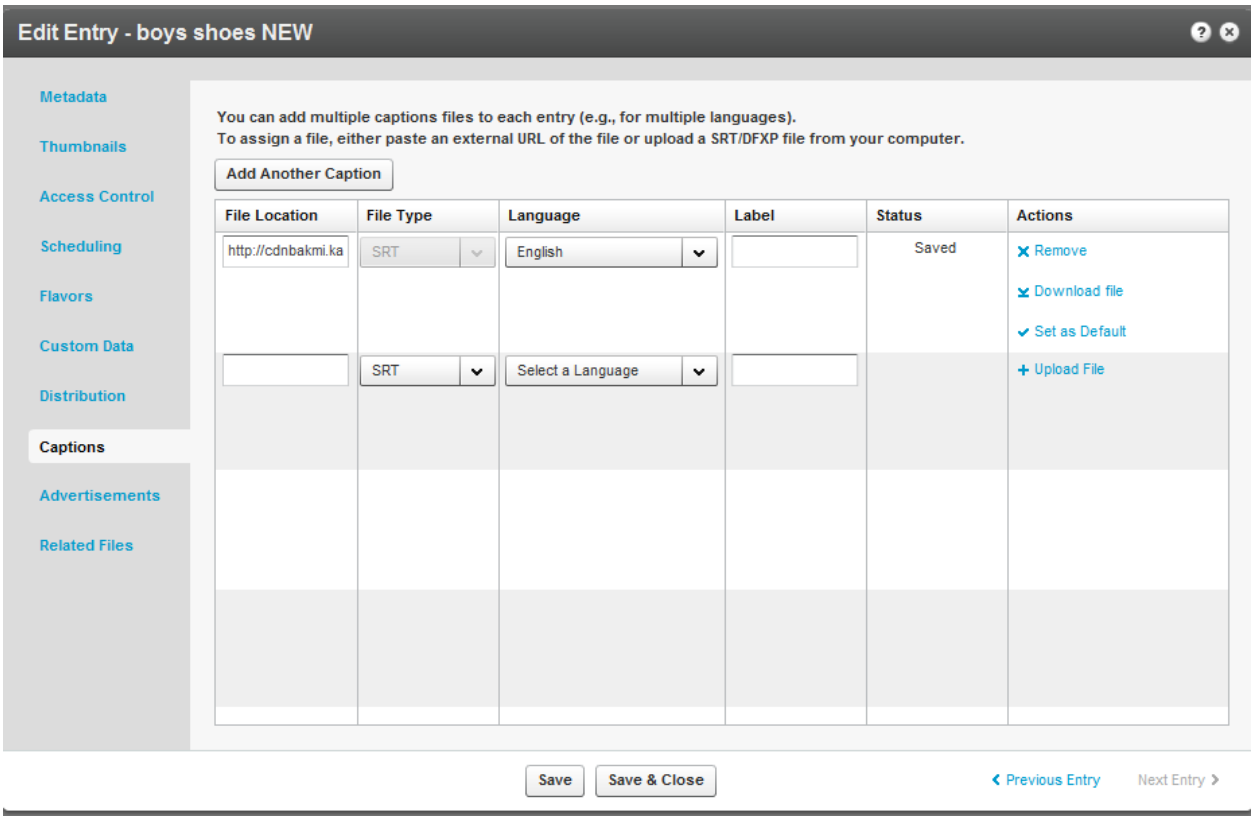
For greater accessibility and compatibility with equipment like screen readers, use Kaltura's 508 Compliant Player. For more information, see 508-Compliant Video Player .

Adding Captions to an Entry

You can add multiple captions files to each entry. For example, you can create subtitles captions in multiple languages and label each language.

To assign a caption file to an entry

1. Select the Contents tab and click on an entry.
2. Select the Captions tab.
3. Click Add Another Caption.
4. Select the Type. Choose SRT or DXFP.
5. Either paste an external URL in the File Location or click Upload File and upload an SRT or DFXP file from your computer.



6. Assign a Language to the caption from the drop down menu.
7. Enter a Label that will appear in the player's captions drop-down menu. For example: Japanese.
8. In the Actions column click Set as Default.(optional – use for multiple languages)
9. Select Add Another Caption to add additional captions files and repeat steps 4 to 7.

10. Click Save.

Editing a Captions File

After you upload a captions file you can edit the file, remove it, or set it as the default captions file.

To edit a captions file

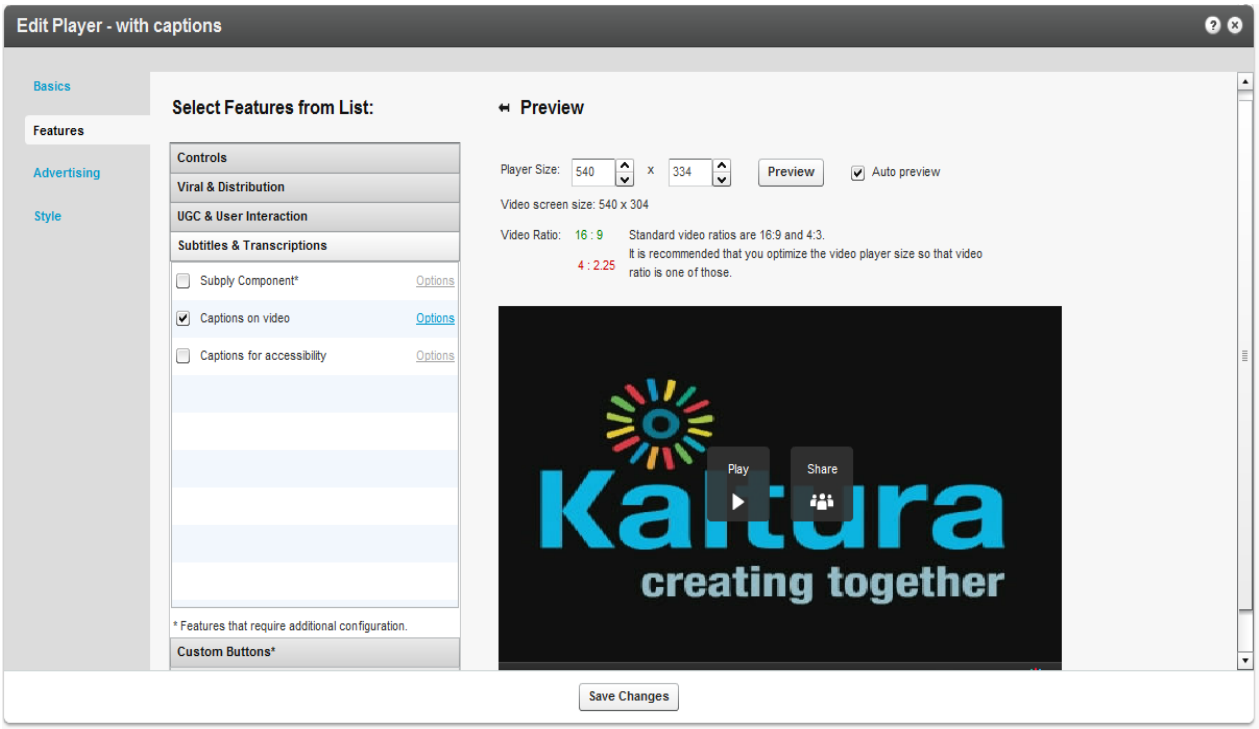
1. Select the Contents tab and click on an entry.
2. Select the Captions tab.
3. In the Actions column, click Download File.
4. Edit the file and then upload the file once again as described in Adding Captions to an Entry .
5. Select Remove to delete the captions file.

Setting Up Captions for Display

You will need to enable captions in your player or select a player with captions already enabled.

To display captions during playback

1. Go to the Studio menu, and select Player or Create New Player.
2. Select a player and select Edit from the drop down menu.
3. In the Edit Player window, select the Features tab.
4. Scroll down and select Subtitles and Transcriptions.



5. Check one of the following:

- **Subply Component** – Uses the PlyMedia solution. For more information, see 3Play Media Interactive Transcript / Captioning Plugin.

- **Captions on video -** The subtitles/captions will be displayed as an overlay at the bottom of the video area. You can control the area where the captions will appear on the player.
- **Captions for accessibility** – Creates a dedicated area under the video area to display captions. Check this option if you intend to use the 508 Player.

6. Click Options to modify the text style and background. See Captions Options.
7. Click Apply.

Viewing an Entry with Captions in a Player

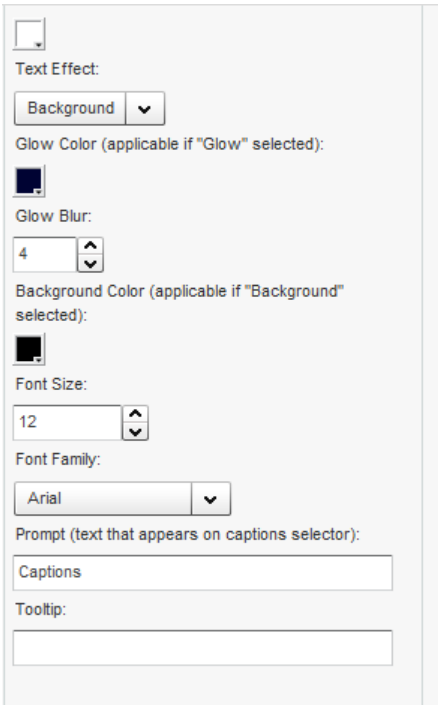
To view the captions in a player

1. Select the entry that you added the captions file to.
2. Click Preview and Embed.
3. In the Player window select the player to use to display this entry.

There are different instructions for displaying captions in the 508 player. See 508 Captions Configuration. The following is an example of an entry with 2 subtitle files where the default language is English.

Captions Options

The following lists the options you can use to customize your caption file display.


Text Effect:
Background
Glow Color (applicable if "Glow" selected):
Glow Blur:
4
Background Color (applicable if "Background" selected):
Font Size:
12
Font Family:
Arial
Prompt (text that appears on captions selector):
Captions
Tooltip:

CHAPTER 10

Live Streaming

This section contains the following topics:

- Live Streaming Using the KMC
- Workflow for Setting up Live Streaming

Live Streaming Using the KMC

Kaltura's Live Streaming solution is the easiest and most cost effective way to incorporate live streaming video into your website or application. Backed by world-class data centers, and fault tolerant software architecture, Kaltura is able to provide the reliability and capacity necessary to handle any live streaming application

You can broadcast live streams through a Content Delivery Network (CDN) such as Akamai, through the KMC. The encoding software installed (such as FMLE) encodes your real-time camera signal and sends it out through a secure RTMP connection to the CDN. Then, using a Kaltura Player, you can embed the live broadcast in your websites. You can set the live stream entry metadata and specify broadcasting settings in the KMC in the same way VOD content is managed.

By using a CDN for live streaming, you guarantee a better experience for your viewers world-wide.

NOTE: In the Kaltura SaaS Edition, Live Streaming is an additional service. To add Live Streaming to your account, contact your Account Manager.

In Kaltura Community Edition, Live Streaming requires a Flash Streaming Server software installed such as Adobe FMS, Red5 and Wowza or alternatively, an Akamai CDN account.

To enable live streaming for your account

- Contact us or call +1-800-871-5224

Once your account is enabled you can set up Kaltura's Live Streaming service.

This section describes how to set up the KMC, the encoder, and a device for the live streaming service.

Workflow for Setting up Live Streaming

1. Set up the Hardware and Software.
2. Create a Live Streaming Entry in the KMC.
3. Configure the Live Streaming Parameters in the KMC
4. Set up the Broadcasting Computer
5. View the Broadcasting Setup (optional)

Setting up the Hardware and Software

To set up the hardware and software for live streaming

1. Download the Flash Media Live Encoder (FMLE) from here.

2. Install the FMLE on your local Windows machine.

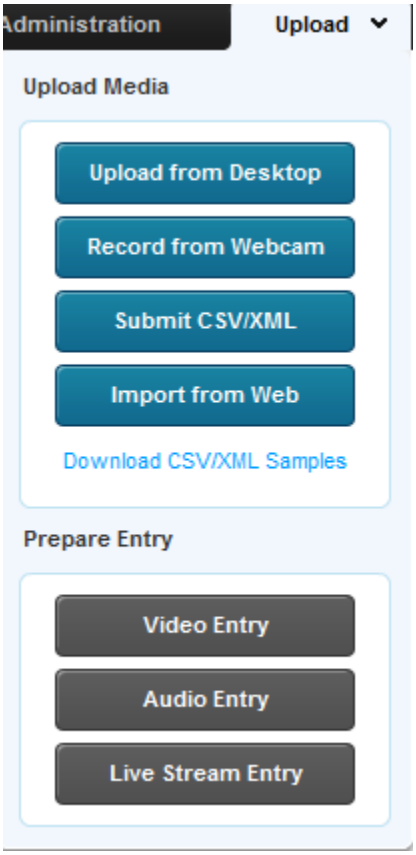
NOTE: Be certain that your system has the minimum requirements. See http://www.adobe.com/products/flashmediaserver/flashmediaencoder/systemreqs/ for details.

3. Connect your camera to the installed computer.

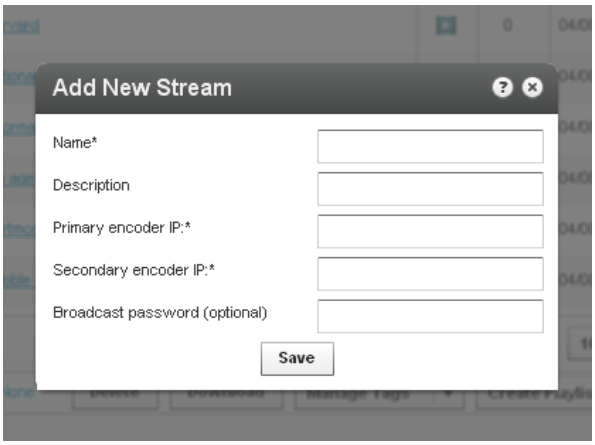
Creating a Live Streaming Entry in the KMC

To create a live streaming entry in the KMC

1. Login into the KMC and go to the Upload tab.
2. Select Live Stream Entry.



The **Add New Stream** window appears.



3. Fill in the values and click Save.

The following table describes the input fields.

Field	Description
Name	The name of the stream that will appear in the KMC entries list.
Description	A description of the stream (optional).
Primary encoder IP	The public address that will be used for streaming (the computer where the client encoder such as Adobe FMLE is installed). Note: your IP address can be retrieved by browsing from the computer where the FMLE is installed to http://www.whatismyip.com/
Secondary encoder IP	If you are using two encoders (for redundancy), fill in the secondary encoder IP. If you are using a single encoder, copy the Primary encoder IP to the Secondary encoder IP field.
Broadcasting password	This password is required in the client encoder (FMLE) software. If you do not enter a password the system will automatically create one for you and it will be displayed in the Live Stream tab of the entry details window under “Broadcasting credentials”.

NOTE: When using Kaltura’s SaaS edition, Kaltura will provision your new Live Stream with the CDN (for example, Akamai). The CDN will then populate the information about the new Live Stream to the CDN’s servers. This may incur up to a 20 minute delay, for the stream to become available for broadcasting. You should always provision your Live Stream ahead of time, and be certain that you have at least 20 minutes lead time to going live.

Multiple Bitrate Encoding

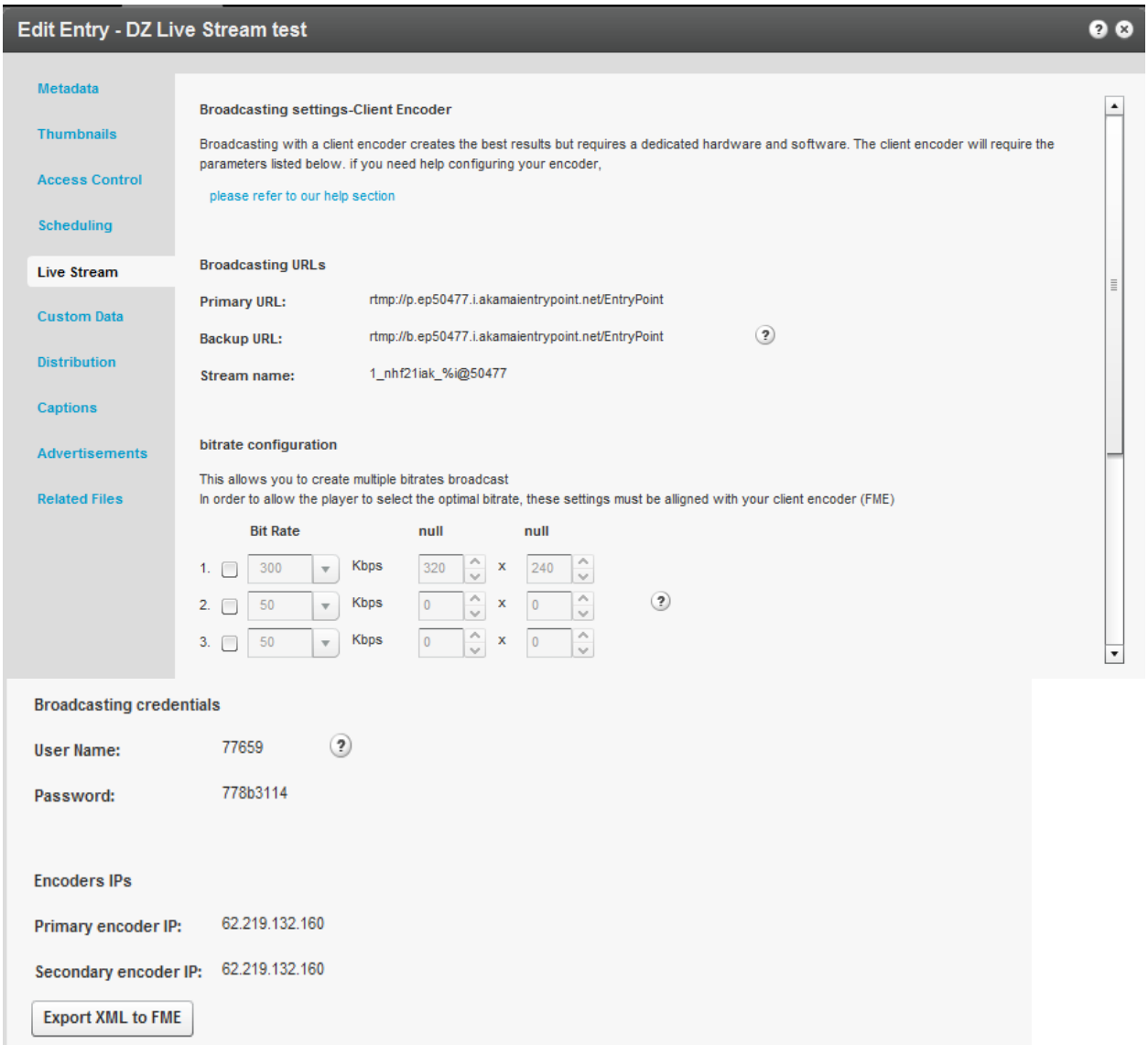
To maintain the best possible viewing experience and video quality, it is often necessary to stream different versions of the encoded video to different clients using different devices and over variable connection speeds.

Multiple Bit Rate (MBR) encoding is designed to adjust to fluctuations in bandwidth while maintaining an acceptable quality. MBR combines several bit rates into a single encoded file. When the file is accessed, the player determines the appropriate bit rate based on the available bandwidth, and then retrieves the encoded file at the optimal bit rate. If the available bandwidth decreases for any reason, a stream at a lower bit rate can then be served. With a lower bit rate, there is often a decrease in quality. See Video Delivery Settings for more information.

Configuring the Live Stream Parameters in the KMC

To configure the live stream parameters

1. Go the Content tab in the KMC.
2. Click on the Live Stream Entry in the Entries table.
3. Select the Live Stream tab.

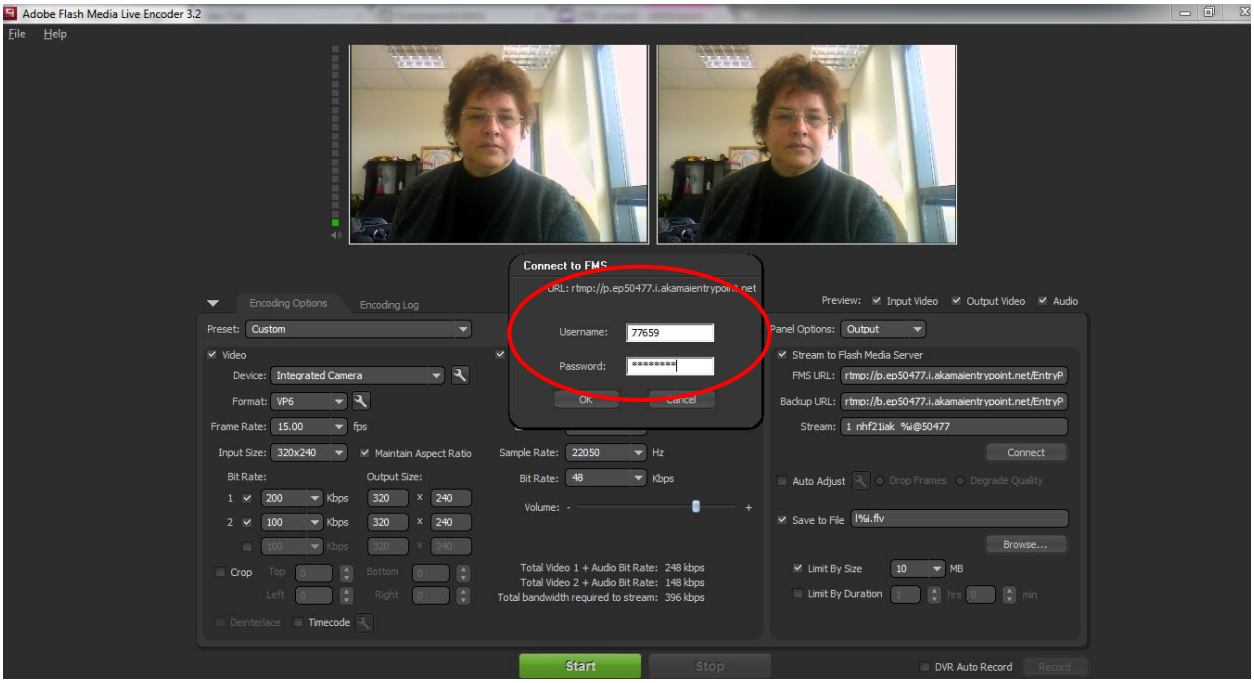


4. Set the MBR. (Optional)
    a. When broadcasting with MBR the player will choose the most appropriate bitrate to stream. Be certain that your client encoder is aligned with the same settings.
    b. Determining the right bit rates for your Live Stream is generally dependent on the quality of your video, the size of the player your viewers will use, the bandwidth your client encoder computer has and the bandwidth of your viewers. It is common to have widths of 240, 360, 480, 720 and 1080 with HD content streaming. If you are broadcasting a webcam, it is generally best to use the default KMC settings. To get professional assistance, please contact Kaltura's support.

Setting up the Broadcasting Computer

To set up the broadcasting computer

1. Connect your camera /recording device to the broadcasting computer.
2. Run the Adobe Flash Media Live Encoder (FMLE).
3. Select the relevant recording Device from the drop-down menu. Copy the details of the live entry to the Flash Media Live Encoder. You can copy the details manually, or use the “Export XML to FME” option.
    a. Enter or copy the Primary URL in the FMS URL field, and the Backup URL in the Secondary URL as configured in the KMC.
    b. Enter the Stream Name as displayed in the KMC.
    c. Enter the MBR settings if you have defined them. See Multiple Bitrate Encoding.
    Use the Preset dropdown menu in the FMLE to select the MBR.
    Enter the Bit Rates as configured in the KMC. If you select to Save to File, you must append %i to the filename.
    d. Click Connect.
4. Enter the Broadcasting credentials, (User Name and Password) as configured in the KMC Live Stream tab and click OK. The system will prompt you twice for the Broadcasting credentials.



5. Click Start.
    You are now broadcasting live.
6. When your broadcast is finished, click Stop.

Viewing the Broadcasting Setup (Optional)

To view the broadcasting setup

1. Return to the KMC and select the Content tab..
2. In the KMC Entries Table, click the Preview & Embed link for the live stream entry.

3. Select the player from the drop-down menu and copy the Embed Code.
4. Paste the Embed Code within an HTML page.
5. Browse to the page where the embed code was inserted and press Play on the video player.

Advanced Configuration Options

There are multiple factors that can influence the video quality for live streaming. To receive good results you should optimize the settings based on your specific needs.

The following table can be used as a starting point for optimization and setup. A rough estimate is provided for the different factors, based on the video dimensions.

Video Dimensions	Bitrate Required (Mbps)	Camera Requirements	FMLE HW Requirements	Broadcaster Uplink, Viewer Downlink Requirements (Mbps)	Throughput example for 1000 concurrent viewers of 1 hour broadcast
320x240	0.3		Dual Core 2GB RAM	0.4	135 GB
640x480	1.4	support frame size &bitrate	Quad Core Xeon 3GB RAM	2	630 GB
1024x720	3.5		8 Core Xeon 3GB RAM	5	1600 GB

For further reading on how to set up these parameters in the Flash Media Live Encoder, as well as additional advanced configuration options, refer to the FMLE guide.

CHAPTER 11

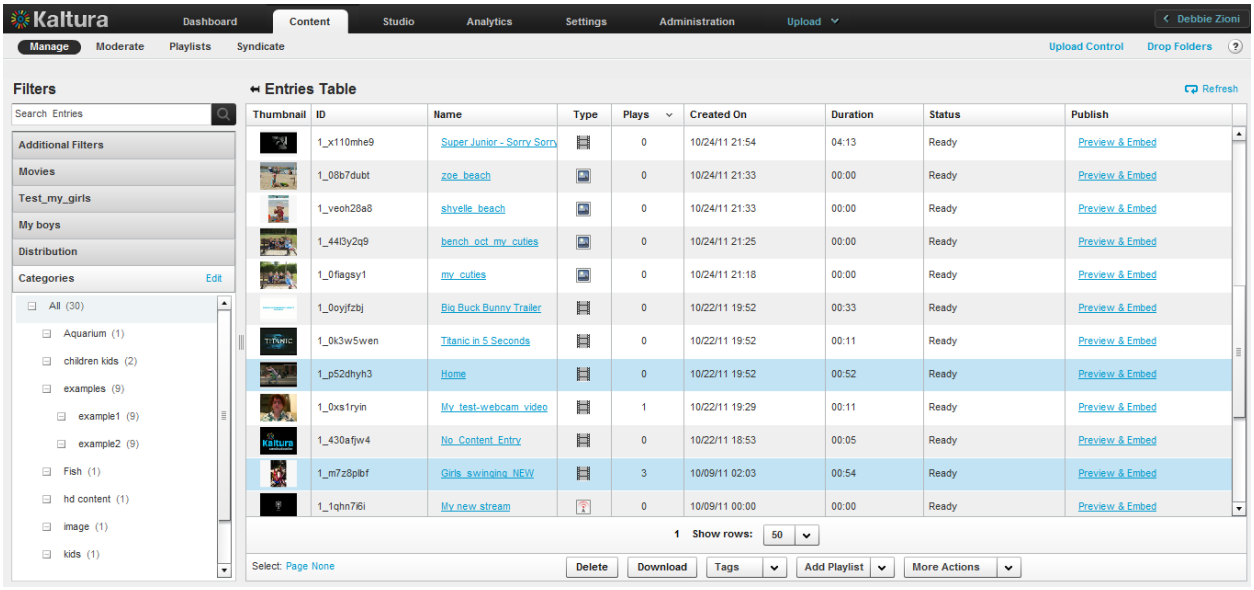
Content Authoring Tools

This section contains the following topics:

- The Content Tab
- Editing Entries
- Entries Table
- Clipping and Trimming Media Files
- Choosing a Thumbnail for your Video

The Content Tab

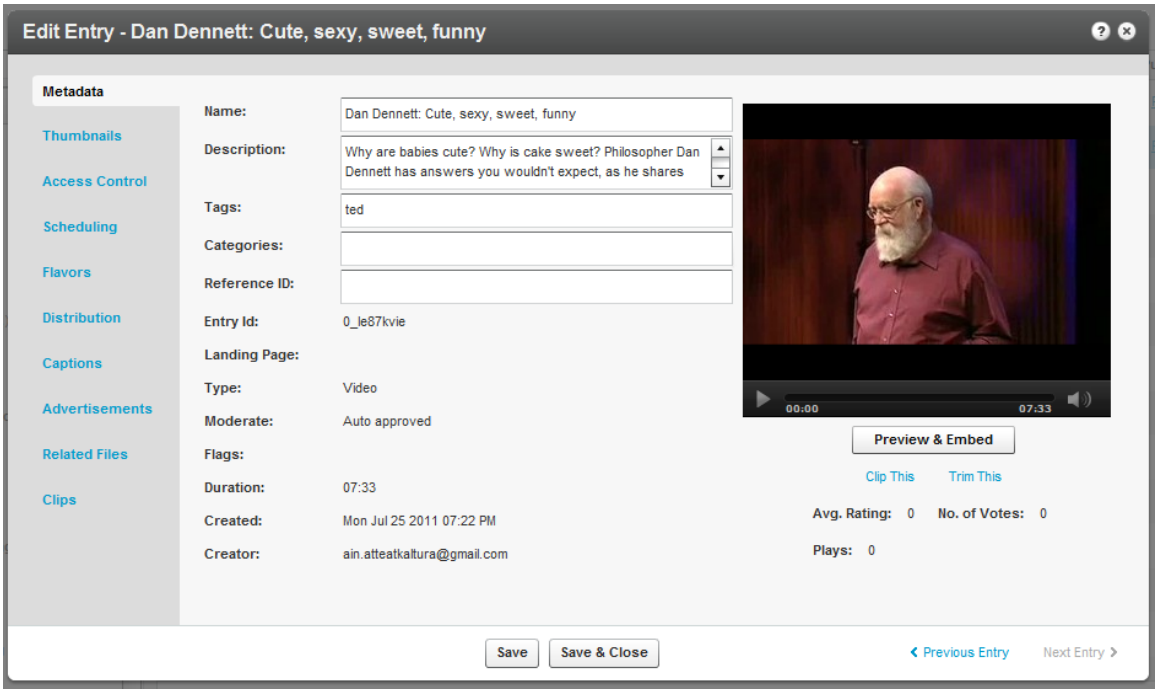
The Content tab is used to manage your media library and provides all the tools you need, in one intuitive interface. You can organize your content and metadata, easily search media, edit, moderate, create playlists, and much more through the Content tab.



Editing Entries

To edit an entry

- Click on an entry name. The Edit Entry window is displayed.
  Use the Edit Entry window to manage all information relating to the entry.



Edit Entry Menus

- **Metadata**: Use to display the entry and edit basic metadata: Name, Description, Tags, Categories and Reference ID. For video and audio entries, you can also trim or clip the entry. You can see the Entry ID, type of entry (video, video mix, image or audio), moderation status (approved, flagged for review or rejected), flags, duration, date of creation, creator, rating, votes count and number of plays. In this tab you can also trim or create multiple clips from a single video. Each clip gets its own embed code and metadata, while remaining associated to the original video. Trimming and clipping tools are available both to administrators and site users. See Clipping and Trimming Media Files. You can leverage metadata fields to tag, manage, search and expose content. Populate out-of-the-box fields, or create your own custom metadata scheme.
- **Thumbnails**: Use to upload thumbnails, grab a thumbnail from video, crop thumbnails and select a default thumbnail. You can generate thumbnails from videos or upload external images. Capture, crop and adjust to get the best result. See Choosing a Thumbnail for your Video.
- **Access Control**: Use to assign an access control profile to an entry. See Managing Access Control Profiles.
- **Scheduling**: Use to specify date ranges for scheduling an entry. See Content Scheduling.
- **Flavors**: Lists all related flavors. Use to convert an entry to additional flavors or to re-convert existing flavors. See Transcoding and Processing.
- **Distribution:** Lists distribution channels associated with an entry and use to manage distributors. See Content Distribution.
- **Captions:** Use to manage captions. Use to upload captions, link to external caption files, and to add additional captions to an entry. See Subtitles and Captions.
- **Advertisements:** Use to create midrolls and overlays for each entry. Add cue points to your video files to enable time-based functionality such as chaptering, display of related files at specific points, and timed advertisements. See Defining entry-specific ads.

- **Related Files**: Use to upload related files and to assign the files to an entry. See Uploading Related Files.
- **Clips:** Displayed if clips were created from an original video or audio entry. See Clipping an Entry.

Entries Table

The entries table lists the media entries related to your account. You can perform several actions on a specific entry or several entries simultaneously. To choose multiple entries, either use the CTRL key or the "Select" links at the bottom of the list. You can search through entries, delete entries, preview entries and grab the embed code to add to your site, as well as other actions.

Download Files

To download files to your computer for offline use

1. Select an entry and click the "Download" button on the bottom of the page.
   Note that you can download more than one entry at a time, as long as the entries appear on the same page of the entries list.
   A flavor (format/quality) selection window is displayed for the video files you select to download.
2. Select your preferred flavor from the drop-down menu and click "Submit" to proceed. A message will appear stating that links to your downloaded files will be sent to your email. Click "OK" to proceed.

Add Playlist

The Add Playlist" drop-down menu enables you to quickly create manual or rule-based playlists. You can select multiple entries in the entries list and then click "Add Playlist" to create a new playlist with the specific entries included in the playlist. See Creating Playlists for information on how to create playlists.

More Actions

Set Access Control

Sets access control for all selected entries (see Managing Access Control Profiles for more details).

Set Scheduling

Sets scheduling for all selected entries (see Content Scheduling for more details).

Preview and Embed

To preview and get the embed code for any of the entries on the entries list; click the "Preview & Embed" link under the Publish column on the main list of entries. In the new window that opens, you can preview the entry and select the player that you would like to use. See Embedding a Player on your Site.

Clipping and Trimming Media Files

You can create clips from existing videos, set in and out points. Each clip becomes its own media entry encoded to multiple flavors, and can be downloaded, distributed and played back on any device. You can also trim the length of a video directly from within the Kaltura Management Console. The clipping tool enables you to edit your videos visually or by setting the start time and end time of your clip. For additional information see Server Side Clipping and Trimming.

Clipping creates a new entry from an existing entry and allows you to specify the start and end time for the new entry. For example you can clip an entry that can be used to create a 2 minute intro video to a long lecture, or clip part of an entry, such as homework assignments. You can also clip a long lecture to several shorter clips divided by subjects. The new entry will point to its source entry so that you can always identify the source entry for the clip.

Trimming does not create a new entry. Sometimes, you may want to trim the start and/or end of a video to remove redundant parts. Trimming is performed on the source flavor of the entry, modifying that video permanently.

To clip a media entry

1. Select an entry from the Entries Table.
2. In the Metadata tab, click Clip This.
3. Select Add New Clip.
4. Press Play and Click Set IN as the starting point of the video clip or alternatively, select the start time.
5. Select Set Out as the end point of the video clip, or alternatively select the end time.
6. Provide a New name and Description for the clip (optional)

   The new clip appears in the entries table.

To trim a media entry

1. Select an entry from the Entries Table.
2. In the Metadata tab, click Trim This.
3. Select Add New Clip.
4. Use the trimming timeline or enter exact in and out times.
5. Press Play and Click Set IN as the starting point of the video clip or alternatively, select the start time.
6. Select Set Out as the end point of the video clip, or alternatively select the end time.
7. Provide a New name and Description for the clip (optional)

Troubleshooting Trimming and Clipping

The Trim and Clip feature may be disabled if your transcoding profile does not include the flavor for the file you want to trim or clip.

When you upload content, new flavors are created from the Source flavor and transcoded to the flavors you define in your Transcoding Settings.

To add the Source flavor to your transcoding profile

1. Go to Settings tab and select the Transcoding Settings menu.
2. At the bottom of the page, click Switch to Advanced mode.
3. Click on the name of your default transcoding profile
4. In the Edit Transcoding profile check the Source flavor and then Save Changes.

Choosing a Thumbnail for your Video

You can select a thumbnail for your video after the file transfer is complete and the file is embedded in your website. Thumbnails are configured in the **Thumbnails** tab in the **Contents** menu. By default, a thumbnail is automatically grabbed from the first frames of the video. You can choose to have multiple thumbnails of different qualities associated with your video, or grab any frame from the video to use as a thumbnail.

You can search for a thumbnail and its dimensions, size, distributors and status and perform the following actions: Set as default, Download and Delete.

To edit the thumbnails associated with the video

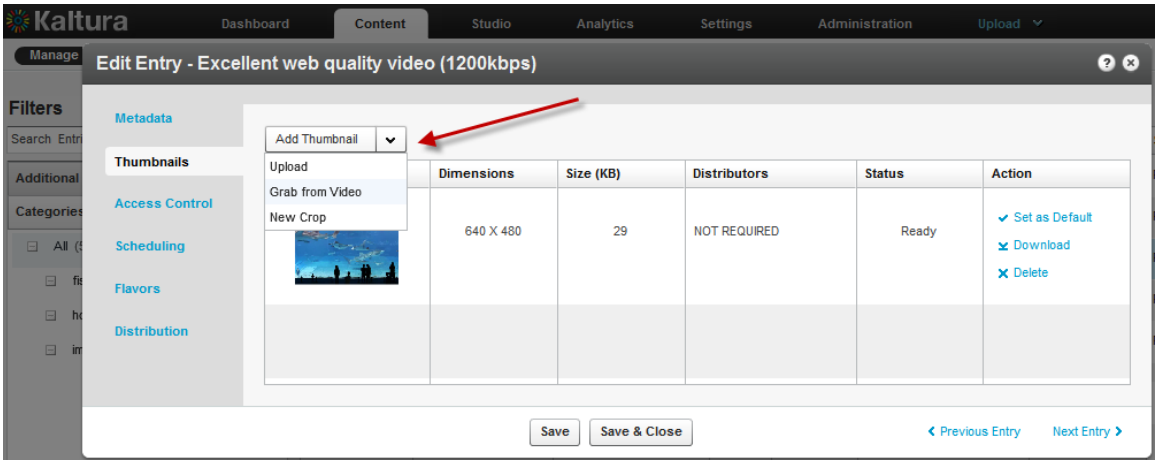
1. Go to the Content tab and select the Manage menu.
2. Select an entry and click Thumbnails.
3. Select Upload, Grab from Video or New Crop.

- Upload - uploads an external image as a thumbnail.

  Select Upload and specify the file location and name, then click Open.
- Grab from Video -Capture a new thumbnail from the video.

  Play the video in the "Grab from Video" window. Pause on the frame you want to use and click the thumbnail capture icon (camera). A thumbnail will be captured from the highest quality video flavor. Exit to return to the Thumbnails tab.
- New Crop - Modify thumbnail dimensions.

4. Select a thumbnail and create a thumbnail with a new position and size.
5. Adjust the display area with the handles on the image and click **Generate Thumbnail**.



The default thumbnail is now displayed in the entries list.

CHAPTER 12

Publishing to your Site

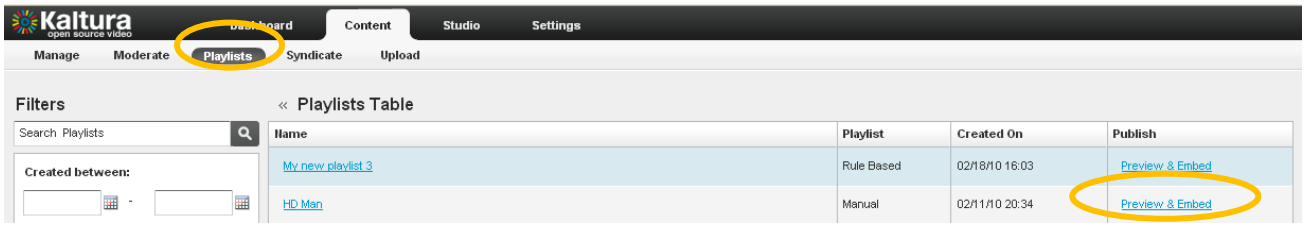
This section contains the following topics:

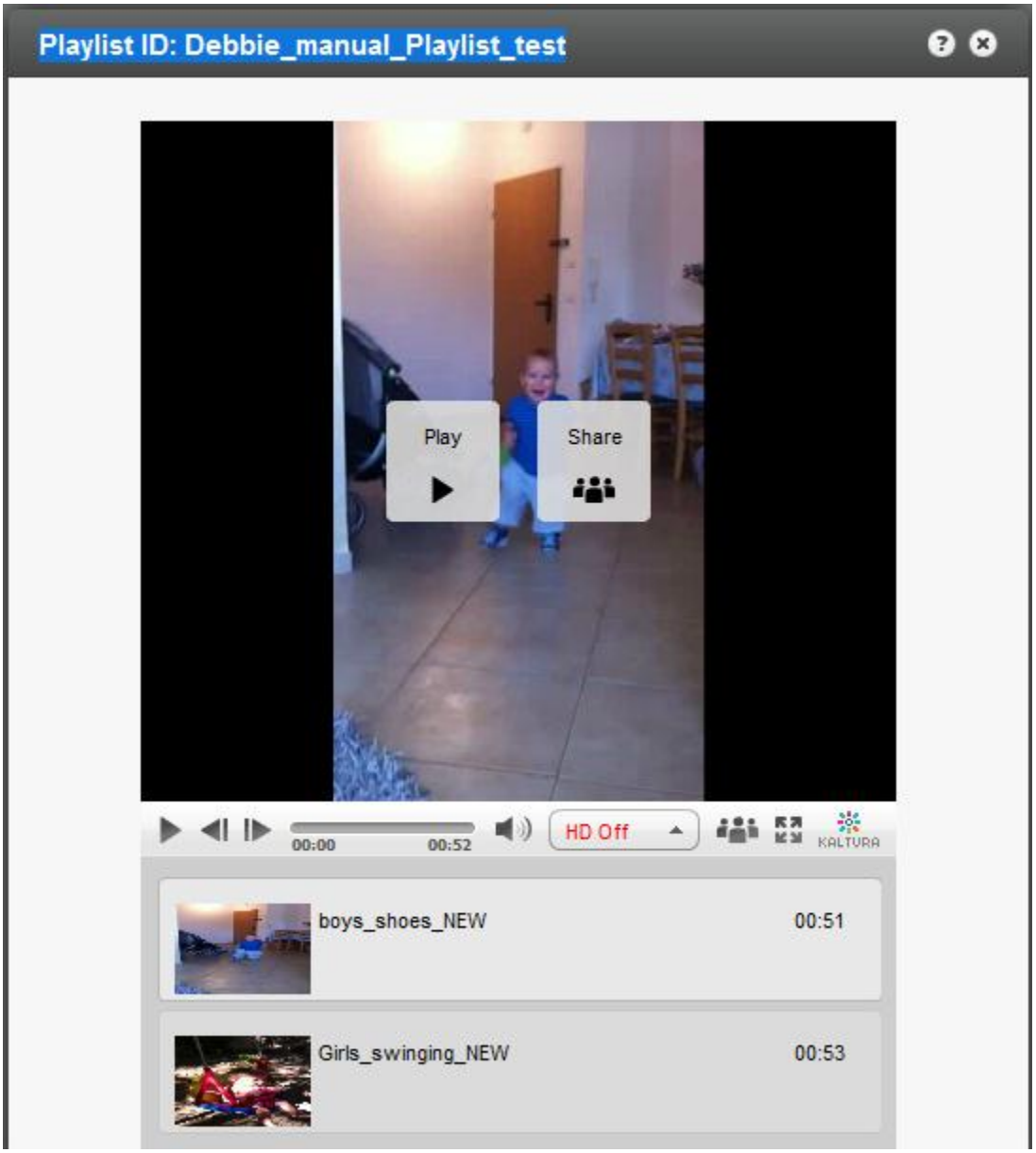
- Embedding a Player on your Site
- Adding the Flavor Selector Module

Embedding a Player on your Site

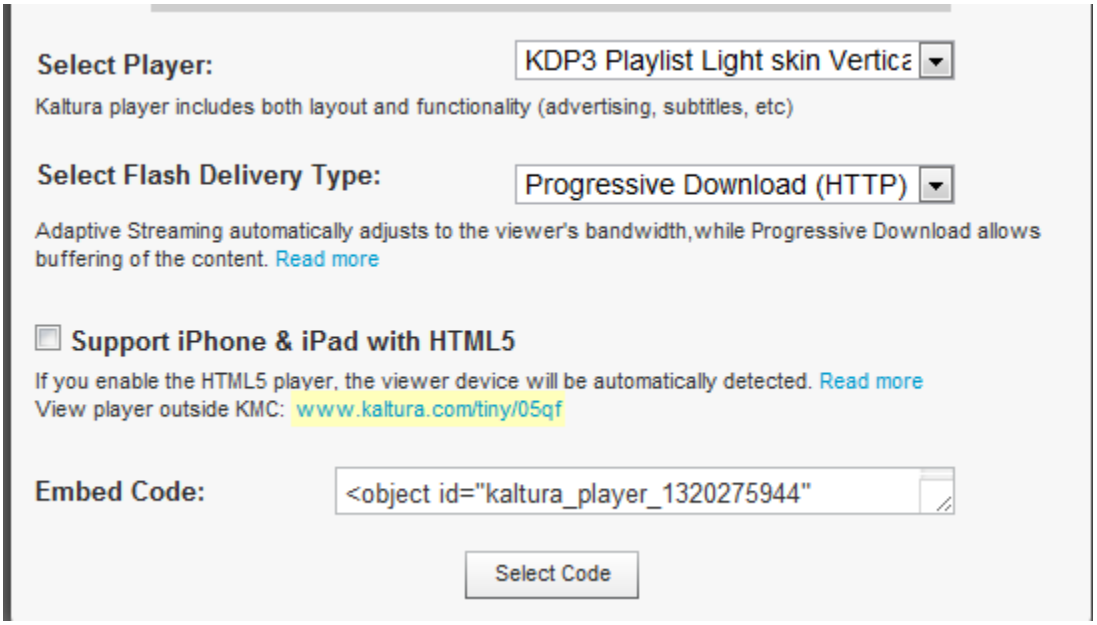
To embed a player on your site

1. Go to the Content tab and select the Playlists menu.
2. Locate the playlist you want to place on your website and click Preview & Embed.





3. Select your preferred player skin from the drop-down menu.


Select Player:
KDP3 Playlist Light skin Vertica
Kaltura player includes both layout and functionality (advertising, subtitles, etc)
Select Flash Delivery Type:
Progressive Download (HTTP)
Adaptive Streaming automatically adjusts to the viewer's bandwidth, while Progressive Download allows buffering of the content. Read more
Support iPhone & iPad with HTML5
If you enable the HTML5 player, the viewer device will be automatically detected. Read more
View player outside KMC: www.kaltura.com/tiny/05qf
Embed Code:
<object id="kaltura_player_1320275944"
Select Code

4. Select the Flash Delivery Type. See Flash Delivery Type.
5. Check Support iPhone & iPad with HTML5 if applicable.
6. Click Select Code.
7. Grab the Embed Code and copy it.
8. Add/paste the embedded code to your website HTML source.

Video Delivery Settings

You can choose between the following types of video delivery settings

- HTTP Progressive Download Delivery– Allows the user to pause the video playback and wait for the content to download. Typically used where viewers have very limited bandwidth.
- Adaptive Streaming RTMP Delivery with Adaptive Bitrate– Allows adaptive bit-rate. The player can adjust the video quality on the fly based on network and CPU conditions. Based on RTMP protocol.
- Akamai_HD_Network– Allows adaptive bit-rate. The player can adjust the video quality on the fly based on network and CPU conditions. Based on Akamai CDN technology.

For more information see Best Practices for Multi-Device Transcoding.

HTTP Progressive Download Delivery

With HTTP Progressive download, the digital media begins downloading and once a specified amount of data becomes available to the video player, the media begins to play while the rest of the data continues to buffer.

To select a Progressive Download delivery setting

1. Go to the Content tab and select the Manage menu.
2. Select an entry and click Preview and Embed.
3. Select Progressive Download (HTTP) from the drop-down menu.

Adaptive Streaming RTMP Delivery with Adaptive Bitrate

Adaptive streaming is a technique of detecting a viewer's bandwidth capabilities in real time, and then adjusting the quality of the video stream accordingly, always delivering the best possible picture quality.. Adaptive streaming results in less buffering, fast start time and an overall better experience for both high-speed and low-speed connections.

Consumers want to watch online video anywhere, anytime on any device, and they want the videos to be streamed without interruption or glitches in the highest resolution possible. Video looks great when streamed at the highest resolution. When bandwidth conditions suddenly worsen, for example, when going from wi-fi coverage to the 3G network, the demands of high resolution video can overload a viewer’s connection. To address this, content delivery networks (CDNs) and video providers use adaptive bitrate (ABR) streaming technologies.

ABR dynamically shifts bandwidth to higher and lower levels based on availability. For Adaptive Bitrate Streaming to work, a video is first encoded at different bitrates to accommodate varying bandwidth connections. Each bitrate version is sliced up into tiny fragments — typically 2 to 10 seconds. The Kaltura player pulls fragments from the different encodings and inserts them into the stream as bandwidth dictates resulting in faster video start times and a continuous, uninterrupted video experience.

For example, a movie called The “Big Movie” is streaming. The end user would view a smoothly playing video. Unknown to the user, multiple streams are actually available and may be seamlessly switched to, if their connection drops lower or improves. The key here is “seamless”. When adaptive bit streaming is done correctly, there should be no interruption of playback.

For The Big Movie, a player might be serving up the following all at once:

The Big Movie @ 2612 kbps

The Big Movie @ 1600 kbps

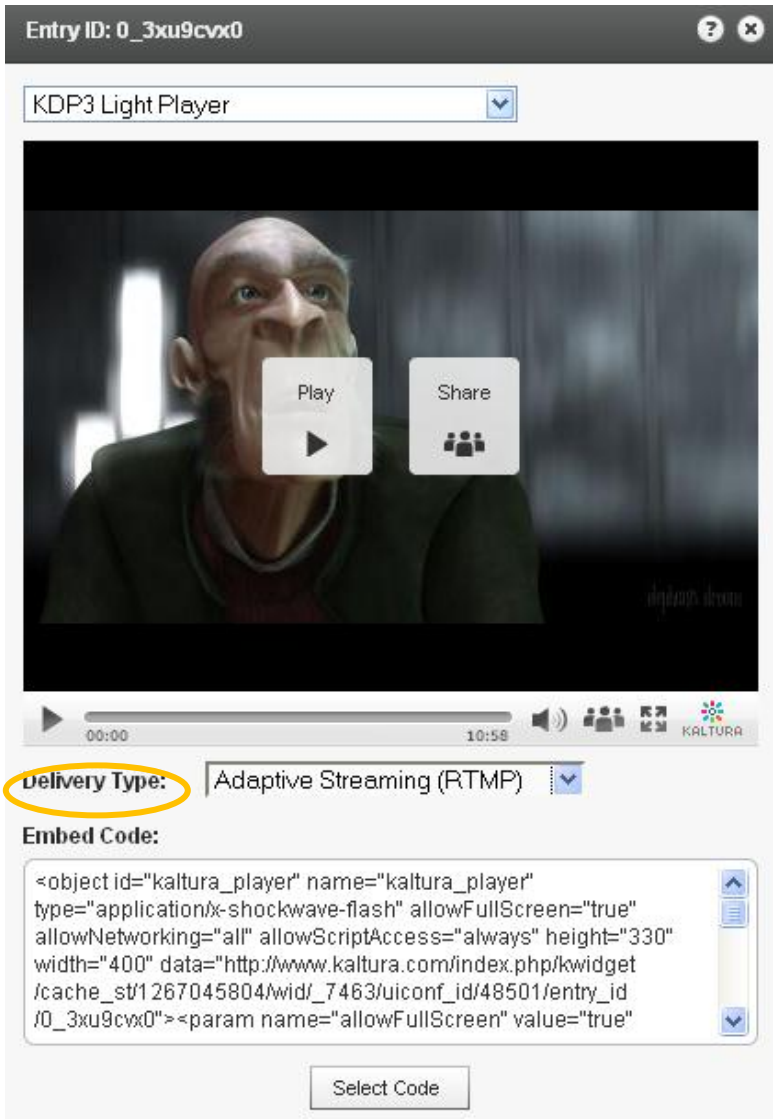
The Big Movie @ 1200 kbps

The Big Movie @ 800 kbps

USE CASE: If a user’s connection dropped from over 2.5 Mbps to 1600kbps, the Kaltura player would switch, again seamlessly, from the 2612 bit rate down to the 1600. Often the Kaltura player is designed to begin playing using the lowest possible bit rate so that playback starts immediately. For this example, the 800 kbps stream might be served up first and then as the Kaltura player realizes that the user can handle a higher bitrate, the streaming rate would then be switched up higher.

To select Adaptive Streaming delivery setting

1. Go to the Content tab and select the Manage menu.
2. Select an entry and click Preview and Embed.
3. Select Adaptive Streaming (RTMP) from the drop-down menu.



Akamai HD Network – Allows adaptive bit-rate

You can send streaming video over HTTP from an ordinary web server for playback on iPhone and iPad, or other devices, such as desktop computers, without the limitations of Progressive Downloads.

The Akamai HD new streaming protocol supports Multiple Bitrates and adaptively switches to the optimal bit-rate based on network conditions for a smooth quality playback experience. This implementation also provides for media encryption and user authentication over HTTPS, allowing publishers to protect their work.

To select the Akamai HD Network delivery setting

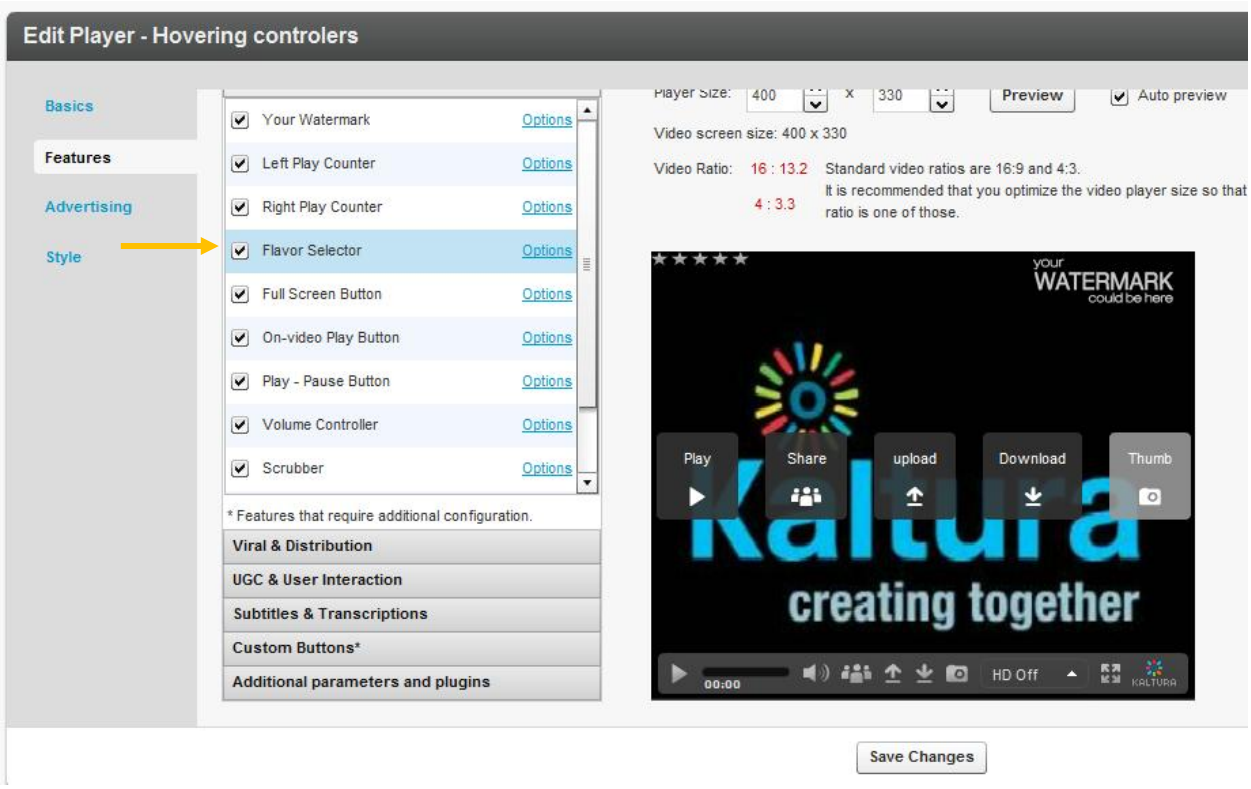
1. Go to the Content tab and select the Manage menu.
2. Select an entry and click Preview and Embed.
3. Select Akamai HD Network from the drop-down menu.

Adding the Flavor Selector Module

Any entry is available in various transcoding flavors. The flavor selector module allows the viewer to manually select the video flavor he wishes to watch, based on his preferences.
Note: If you are broadcasting with Adaptive RTMP then the flavor selector will be set to “auto”.

To add the flavor’s selector module

1. Go to Studio tab and create a new player or edit an existing one.
2. In the Features tab, go to the Features List and click Controls.
3. Check Flavor Selector.
4. Preview your selection and click Save Changes to complete the process.



Mobile Support

- A device that has flash enabled (such as Android) is supported through the flash player.
- A device without flash enabled (such as iPhone, iPad) is supported through a native player. This requires a specific encoding flavor (iPhone, iPad). To transcode a file to this flavor, go to the Edit Entry window's Flavors tab. See Transcoding and Processing.

CHAPTER 13

Distribution and Syndication

This section contains the following topics:

- Kaltura Distribution Module
- How Does Distribution Work?
- Scheduling a Video Package
- Content Syndication
- How Does Syndication Work?
- Setting Up Syndication

Kaltura offers several advanced syndication and distribution services to ensure that publishers maximize their content's reach and increase their audience. Kaltura's tools help publishers save time and money by making content distribution to a wide range of video destination sites and search engines extremely easy and streamlined.

Kaltura Distribution Module

Kaltura's Distribution Module allows you to reach your users on the web and across any mobile device. The module provides a streamlined and simple workflow so you can distribute your content to distribution partners, such as YouTube, Hulu, Comcast, MySpace, MSN or an FTP drop folder, directly from within the KMC.

Key Benefits:

- Full control over where and when the content is presented.
- Manage all of your distribution partners through a single user-friendly interface
- Deliver assets automatically as they are added to your Kaltura account, or require a manual review, at your discretion
- Seamlessly push updates to distributed content from a central dashboard
- Control scheduling sunrise and sunset per asset and per distribution partner
- Track your content across all distribution partners
- Simple and straightforward pricing, with no hidden fees or "guesstimates"
- Kaltura's system validates content to make sure it's ready to be distributed to each distributor, and alerts about any errors that need to be fixed prior to distribution (missing thumbnails, missing metadata, etc.)
- Successful delivery to each distribution partner is confirmed for each asset (if supported by the partner)

How Does Distribution Work?

Distribution ensures that your content is viewed by as many customers as possible across multiple video distribution sites and improves search rankings for your content. Kaltura pushes the actual contents of the video assets to distribution partners for them to host on their sites. Each distribution channel is unique and depends on the distributor's capabilities and the extent of their desired exposure.

The Kaltura Distribution Module supports several workflows. You can configure simple as well as complex asset information to distribute. For example, simple asset information may include the entry name, description and tags, or metadata alone, that may be used for example, to configure ads based on metadata. More complex distribution data is configurable by your project manager and depends on the distributor's capabilities.

You can define the destinations for each video package and control aspects such as the video qualities, number and size of thumbnails, metadata, and scheduling data for each distribution destination as well as remove an entry's distributors.

You can display distributors for each entry, the distribution start and end dates, submission status

NOTE: You can distribute ALL videos to be pushed automatically to the destination or you can distribute selected entries MANUALLY to be sent to the destination.

NOTE: Tag based or Rule Based distribution options are currently not available. You can either distribute ALL entries or NONE. If none, you can manually select which entries will be distributed to the destination.

A sample distribution configuration may contain the following components for an entry:

Video, metadata, thumbnail, closed captions, ad cue-points, scheduling, content availability by Kaltura and removal of distributed content.

The Distribution Module also can be configured to update distributed content for metadata, so that the most updated information is propagated to the distribution site. Other customizable parameters may be configured for distribution.

With the Kaltura Distribution Module, administrators can control the destinations for each video package, and for each distribution destination. In addition, administrators can control video transcodes, multiple thumbnails in different sizes, metadata translations, scheduling data, and more.

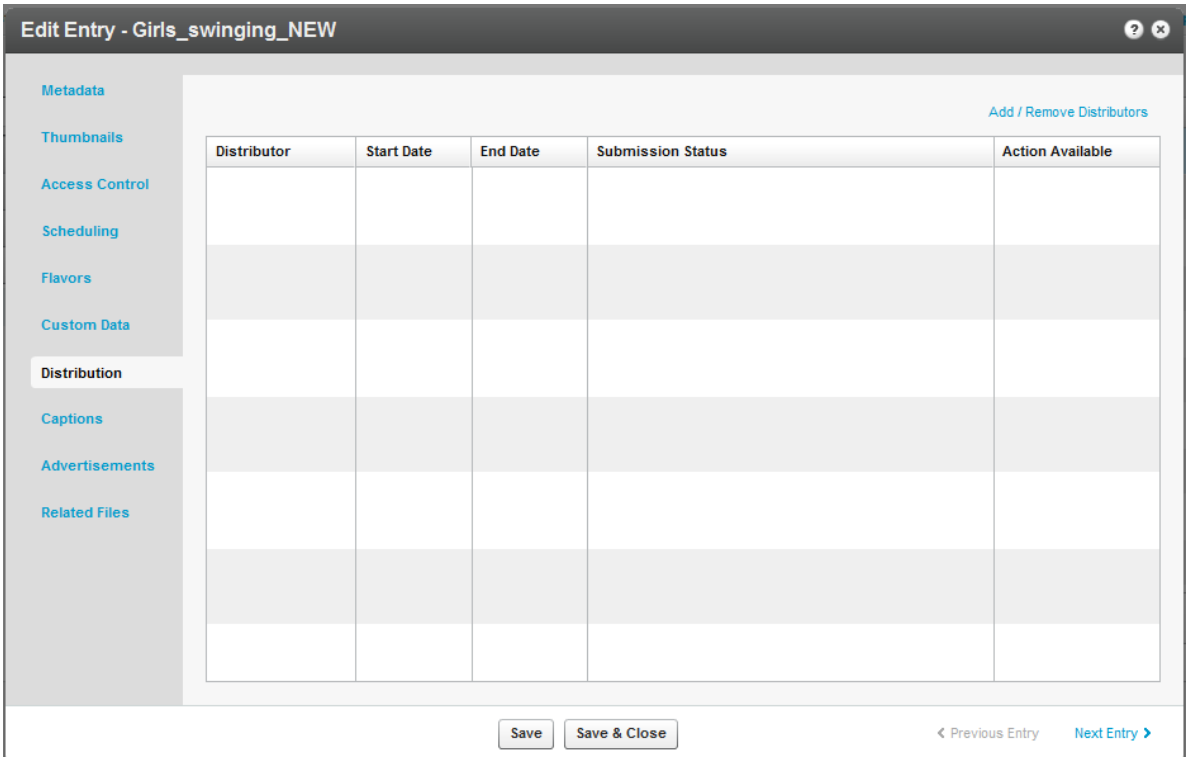
The Distribution Module is an add-on module to the KMC, and incurs additional fees based on the amount of distribution destinations supported for your account. Additional connectors to distribution destinations can also be developed as custom work. Contact your Kaltura project manager or sales representative for complete pricing.

Adding a Distributor to an Entry

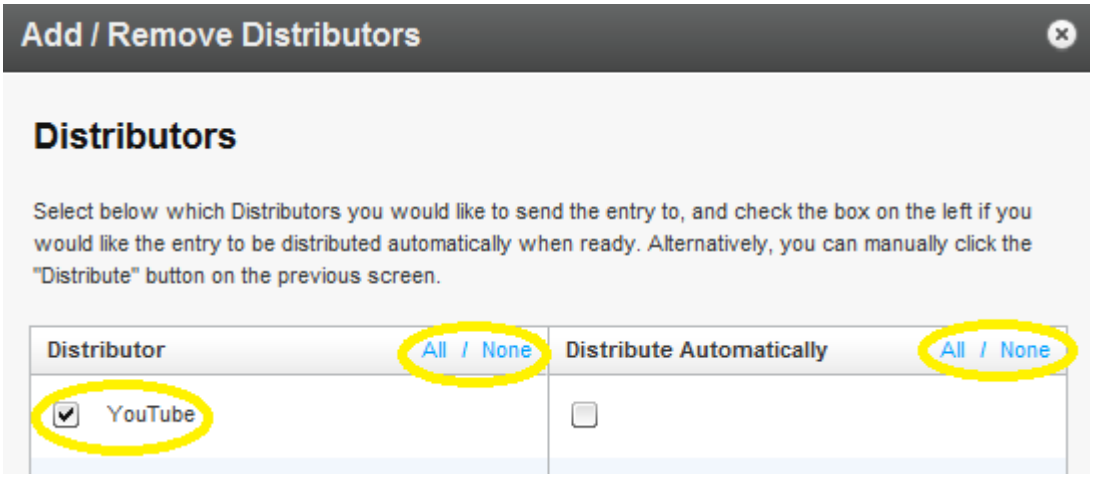
NOTE: To enable automatic distribution of all new entries, contact us, or call +1-800-871-5224. To add more distribution destinations, contact your project manager.

To add a distributor

1. Go to the Content tab and select the Manage menu.
2. In the Entries Table, click the name of the entry you want to distribute.
3. In the Edit Entry window, select the Distribution menu.
4. Click Add / Remove Distributors.



The Add/Remove Distributors window is displayed.


Add / Remove Distributors
Distributors
Select below which Distributors you would like to send the entry to, and check the box on the left if you would like the entry to be distributed automatically when ready. Alternatively, you can manually click the "Distribute" button on the previous screen.
Distributor
All / None
Distribute Automatically
All / None
YouTube

To add distributor destinations to your account

- Contact your account manager.

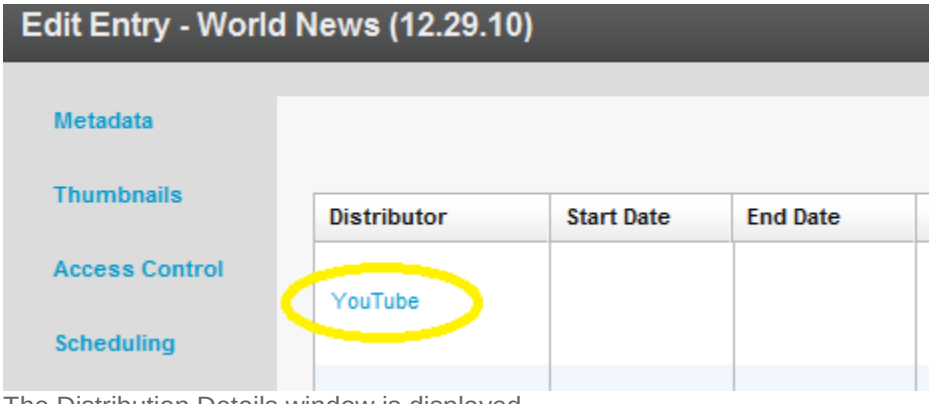
To select distributors

1. Check the distributors from the Distributor list. Click All or None at the top of the column to select or clear all the items in a column.
2. Check the Distribute Automatically column to distribute an entry as soon as it is ready. Click All or None at the top of the column to select or clear all the items in a column.
3. Click Apply to save your changes and return to the Distribution tab.
4. Click Save Changes to complete the process.

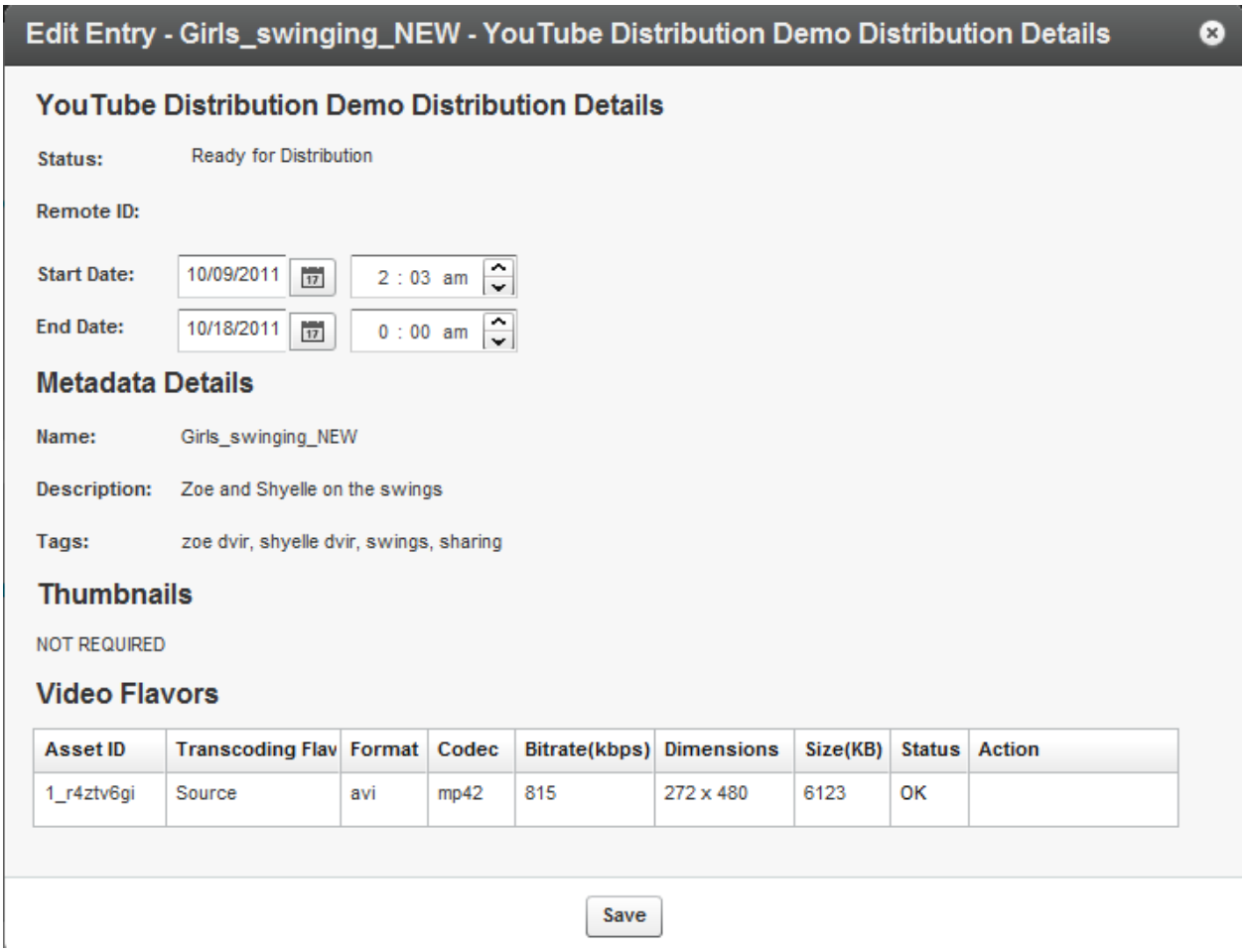
Scheduling a Video Package

To schedule when an entry should be distributed

1. Select the Content tab and select the Manage menu.
2. In the Entries Table, click the name of the entry that you want to schedule.
3. In the Edit Entry window, select the Distribution tab and then select the name of a distributor.



The Distribution Details window is displayed.


Edit Entry - Girls_swinging_NEW - YouTube Distribution Demo Distribution Details
YouTube Distribution Demo Distribution Details
Status: Ready for Distribution
Remote ID:
Start Date: 10/09/2011 2 : 03 am
End Date: 10/18/2011 0 : 00 am
Metadata Details
Name: Girls_swinging_NEW
Description: Zoe and Shyelle on the swings
Tags: zoe dvir, shyelle dvir, swings, sharing
Thumbnails
NOT REQUIRED
Video Flavors
Asset ID | Transcoding Flav | Format | Codec | Bitrate(kbps) | Dimensions | Size(KB) | Status | Action
1_r4ztv6gi | Source | avi | mp42 | 815 | 272 x 480 | 6123 | OK
Save

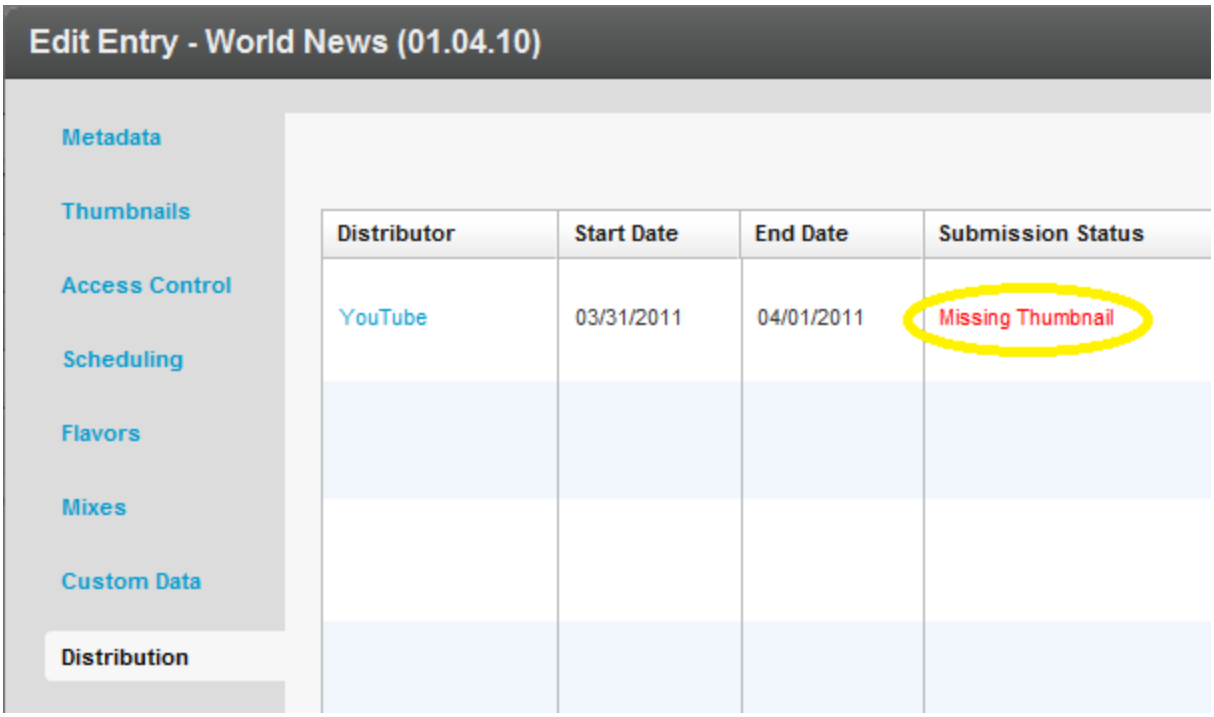
4. Set the Start Date and End Date and enter the hour.
5. Click Save to return to the Distribution menu.
6. Click Save and Close to complete the process.

Validating a Video Package

Errors may occur when you specify a video package distributor.

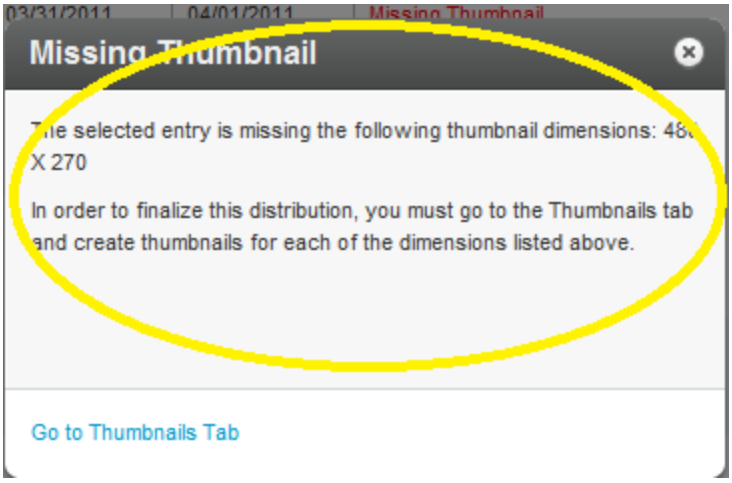
To find and resolve errors

1. Go to the Content tab and select Manage from the menu.
2. In the Entries Table, click the name of an entry for which you added a distributor.
3. In the Edit Entry window, go to the Distribution tab and click the error name in the Submission Status column to display a description of the error.



You can also click on the Distributor in the Distribution tab, and then click the error name in the Distribution Details window.

4. Follow the instructions in the error description.


Missing Thumbnail
The selected entry is missing the following thumbnail dimensions: 48
X 270
In order to finalize this distribution, you must go to the Thumbnails tab and create thumbnails for each of the dimensions listed above.
Go to Thumbnails Tab

The following errors may occur:

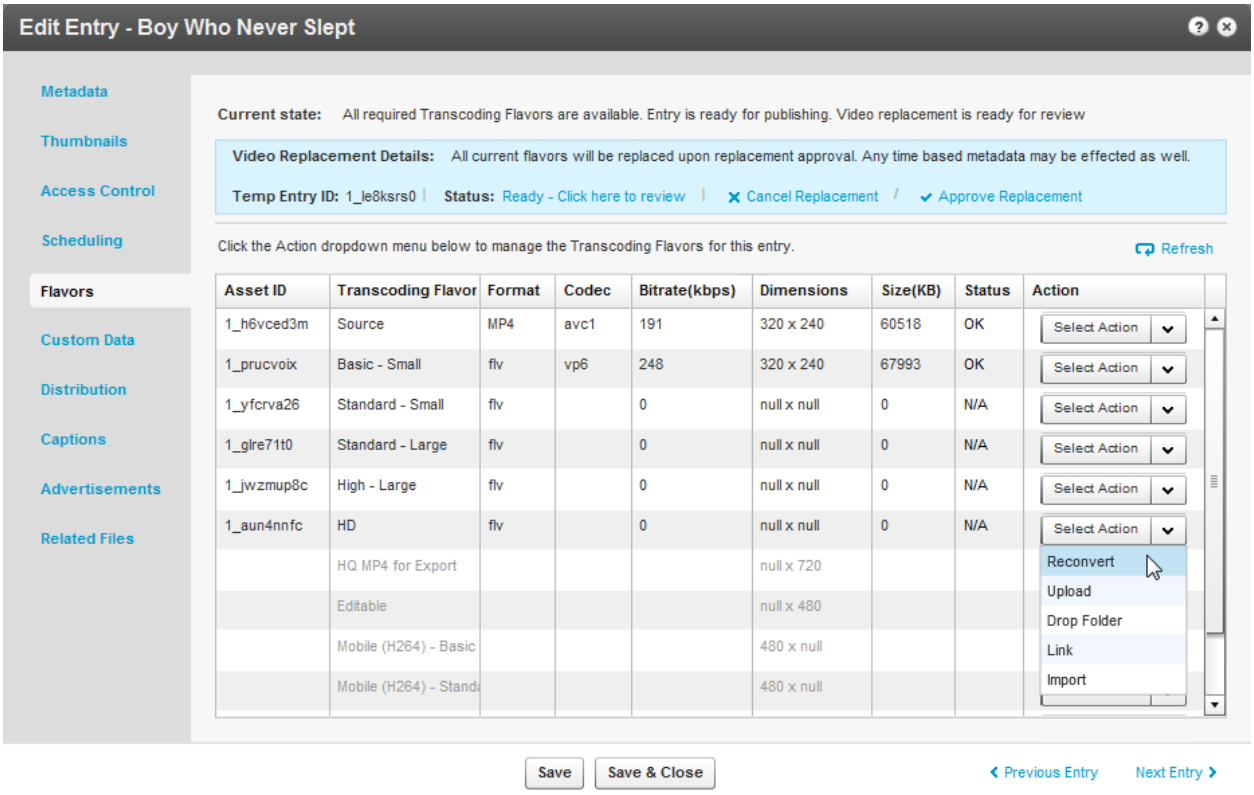
Missing Flavor Error

To add a flavor:

NOTE: If you click "Go to Flavors Tab" in the error description, skip to step 4.

1. Go to the Content tab and select the Manage menu.

2. In the Entries Table, click the name of the entry that is missing a flavor.
3. In the Edit Entry window, go to the Flavors tab.
4. In the Action column, click Convert or Reconvert for each transcoding flavor specified in the error description, and click Save Changes.


Edit Entry - Boy Who Never Slept
Metadata
Thumbnails
Access Control
Scheduling
Flavors
Custom Data
Distribution
Captions
Advertisements
Related Files
Current state: All required Transcoding Flavors are available. Entry is ready for publishing. Video replacement is ready for review
Video Replacement Details: All current flavors will be replaced upon replacement approval. Any time based metadata may be effected as well.
Temp Entry ID: 1_le8ksrs0 | Status: Ready - Click here to review | Cancel Replacement / Approve Replacement
Click the Action dropdown menu below to manage the Transcoding Flavors for this entry.
Refresh
Asset ID | Transcoding Flavor | Format | Codec | Bitrate(kbps) | Dimensions | Size(KB) | Status | Action
1_h6vced3m | Source | MP4 | avc1 | 191 | 320 x 240 | 60518 | OK | Select Action
1_prucvoix | Basic - Small | flv | vp6 | 248 | 320 x 240 | 67993 | OK | Select Action
1_yfcrva26 | Standard - Small | flv | | 0 | null x null | 0 | N/A | Select Action
1_glre71t0 | Standard - Large | flv | | 0 | null x null | 0 | N/A | Select Action
1_jwzmup8c | High - Large | flv | | 0 | null x null | 0 | N/A | Select Action
1_aun4nnfc | HD | flv | | 0 | null x null | 0 | N/A | Select Action
HQ MP4 for Export | null x 720
Editable | null x 480
Mobile (H264) - Basic | 480 x null
Mobile (H264) - Stand | 480 x null
Reconvert
Upload
Drop Folder
Link
Import
Save
Save & Close
Previous Entry
Next Entry

Metadata Error

To correct metadata:

NOTE: If you click "Go to MetaData Tab" in the error description, skip to step 4.

1. Go to the Content tab and select the Manage menu.
2. In the Entries Table, click the name of the entry that has a metadata error.
3. In the Edit Entry window, go to the Metadata tab.
4. Add the missing information in the metadata field specified in the error description, and click Save Changes.

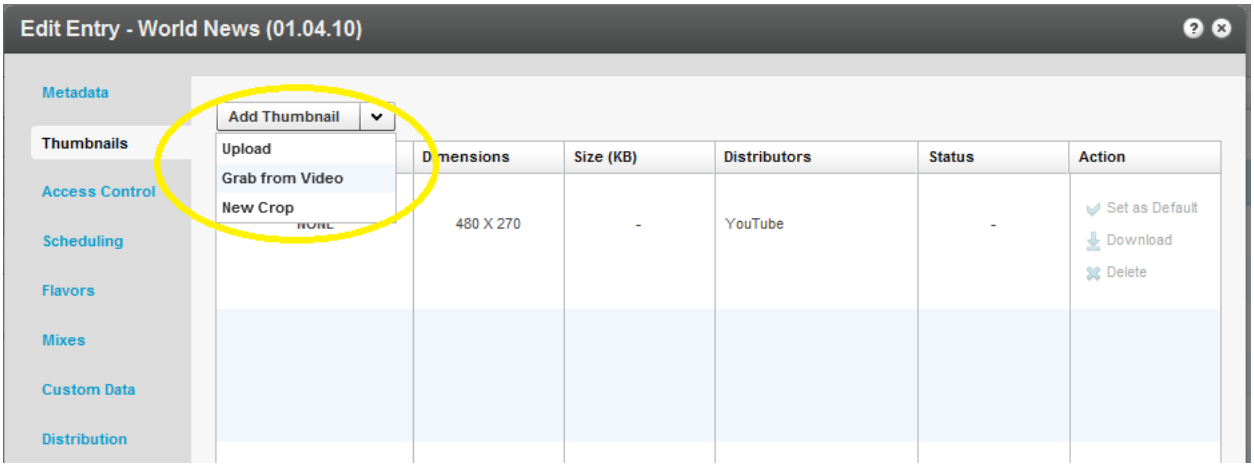
   If the submission status error still is displayed in the Edit Entry window's Distribution tab:
   In the Edit Entry window, go to the Custom Data tab.
5. Add the missing information specified in the error description, and click Save Changes.

Missing Thumbnail Error

To add a thumbnail

NOTE: If you click "Go to Thumbnails Tab" in the error description, skip to step 4.

1. Go to the Content tab and select the Manage menu.
2. In the Entries Table, click the name of the entry that is missing a thumbnail.
3. In the Edit Entry window, go to the Thumbnails tab.
4. Click Add Thumbnail and select Grab from Video.

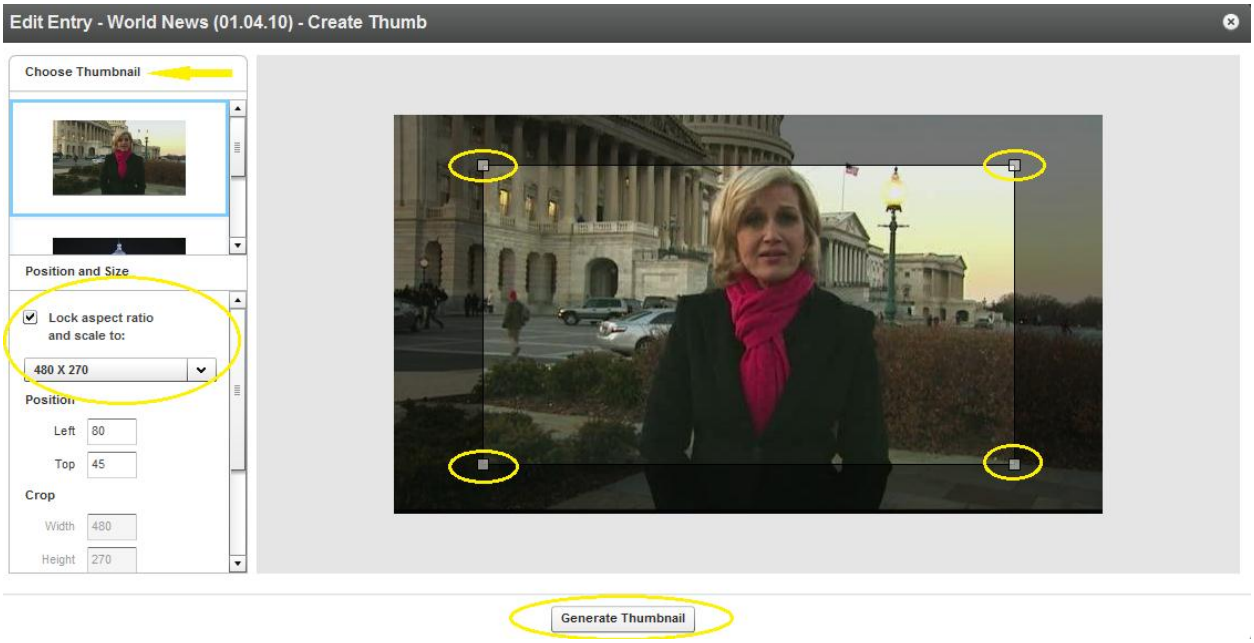


5. If you have a thumbnail file, select Upload, specify the file location and name, and click Open.
6. Play the video, pause on the frame you want, and click the thumbnail capture button.
   A thumbnail will be captured from the highest quality video flavor.

7. Exit to return to the Thumbnails window.

To modify the thumbnail dimensions

1. In the Edit Entry window, click **Add Thumbnail** and select New Crop.
2. Select the Thumbnail to modify.
3. Check the Lock aspect ratio and scale to option and select the values specified in the error description.
4. Adjust the display area with the handles on the image.
5. Click Generate Thumbnail, and exit to return to the Thumbnails window.

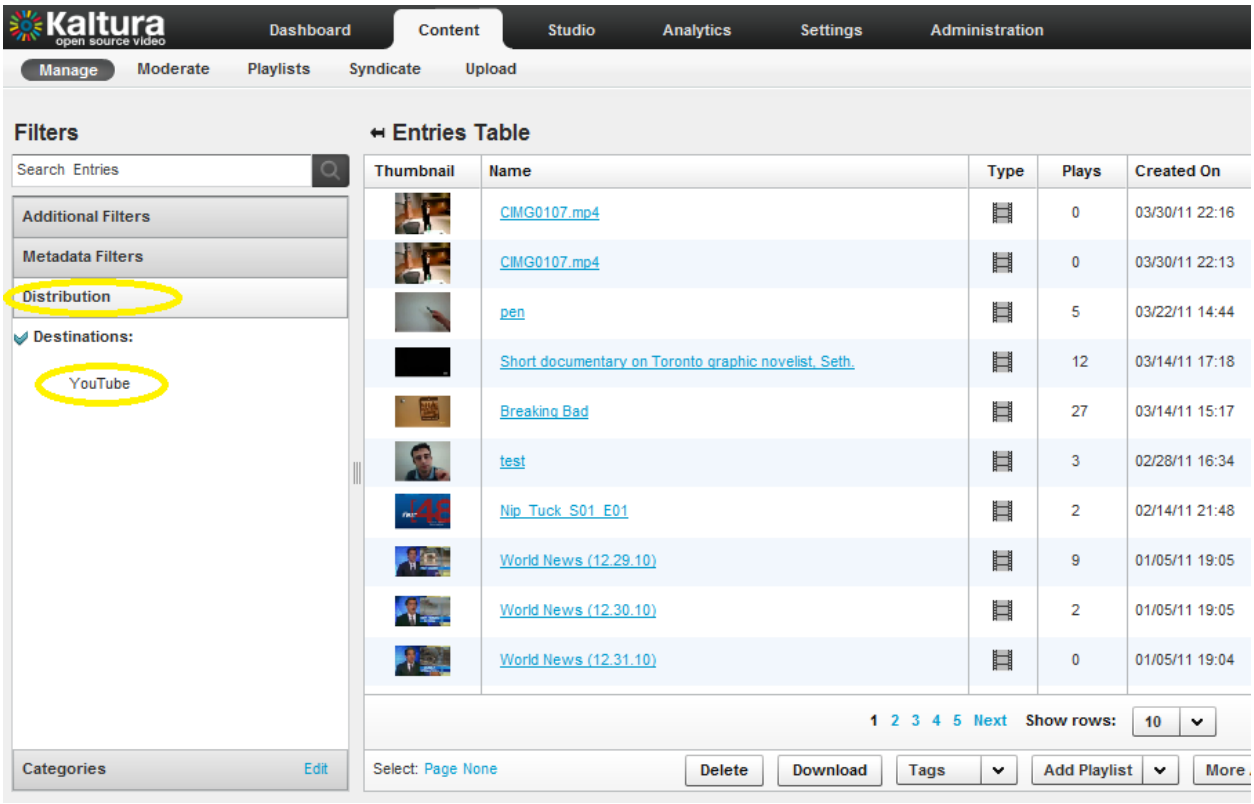


6. Click Save Changes to complete the process.

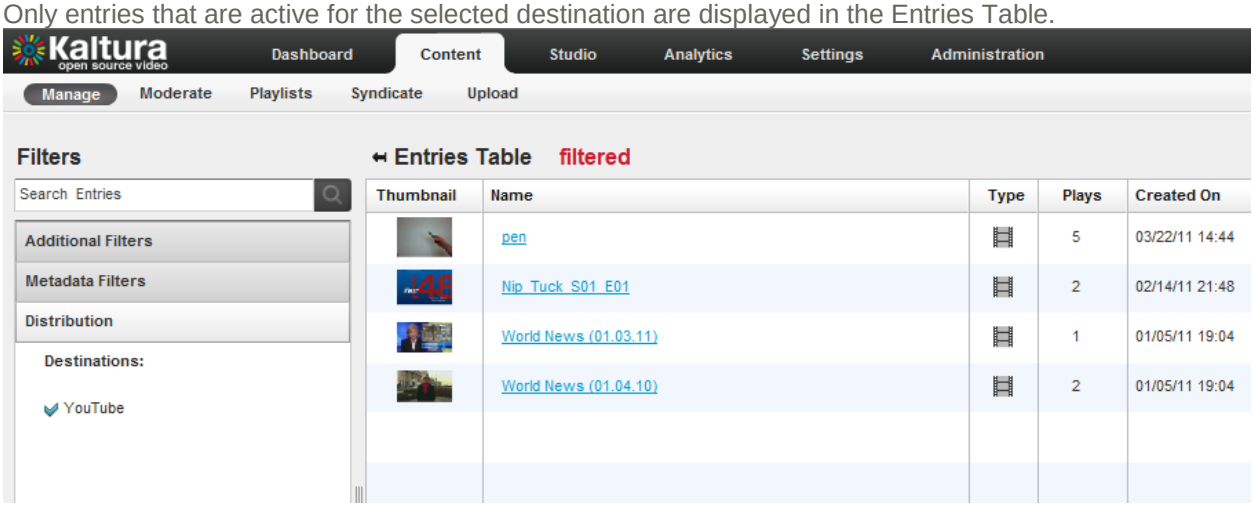
Filtering Distributed Content

To display distributed content in the Entries Table

1. Go to the Content tab and select the Manage menu.
2. Select the Distribution filter and click a destination you want to display.



Only entries that are active for the selected destination are displayed in the Entries Table.



To clear the distribution filter

- Click the destination name in the Distribution filter again.

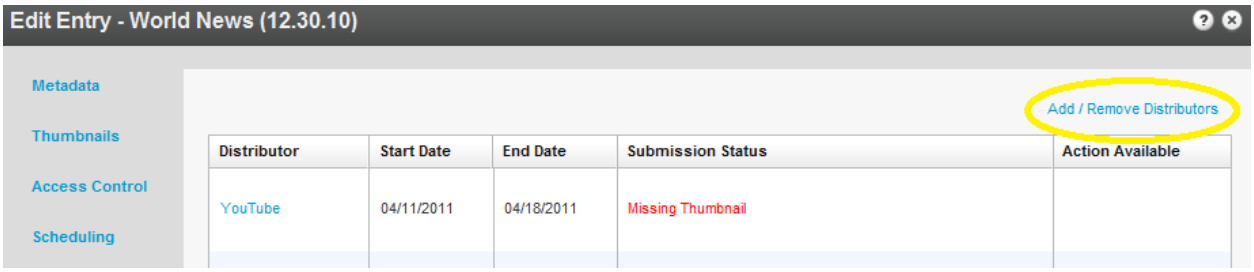
Removing a Distributor from a Video Package

You may want to change your distribution destinations for video packages.

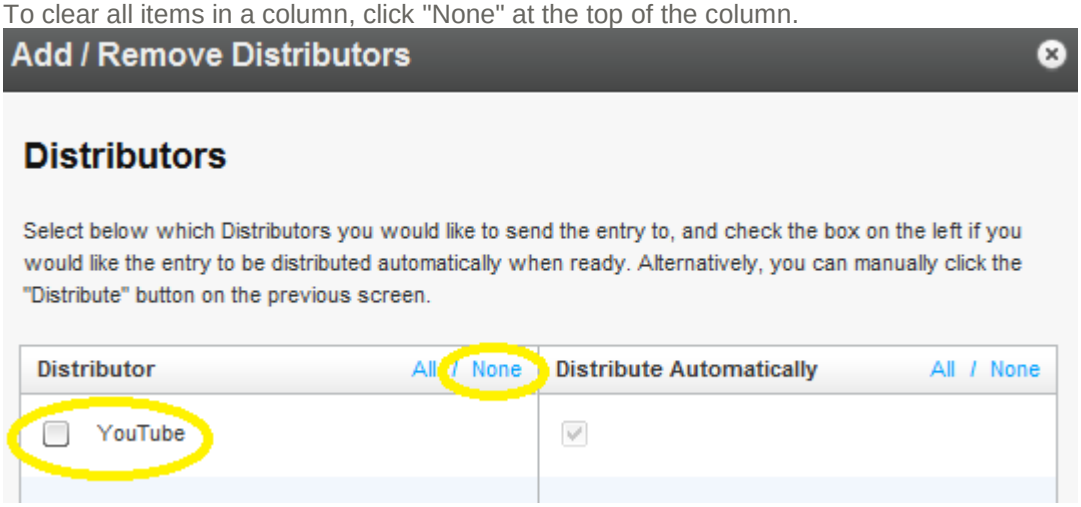
To remove a distributor from a video package

1. Go to the Content tab and select the Manage menu.

2. In the Entries Table, click the name of the entry with a distributor that you want to remove.
3. In the "Edit Entry" window, go to the "Distribution" tab and click "Add / Remove Distributors".



4. In the "Add / Remove Distributors" window, clear a distributor checkbox.
   To clear all items in a column, click "None" at the top of the column.


Add / Remove Distributors
Distributors
Select below which Distributors you would like to send the entry to, and check the box on the left if you would like the entry to be distributed automatically when ready. Alternatively, you can manually click the "Distribute" button on the previous screen.
Distributor
All / None
Distribute Automatically
All / None
YouTube

5. Click Apply to save your changes and return to the Distribution tab.
6. Click Save Changes to complete the process.

Managing Distributor Details

To manage an entry's distributor details

1. Click the distributor's name on the "Distribution" tab.
   In the "Distribution Details" window, you can see the distributor's distribution details (status, remote ID and schedule), the entry's metadata details, the available thumbnails and the video flavors.
2. In the "Distribution Details" section:
   a. To fix an error, click the error name to display an error description and follow the instructions.
   b. To schedule when an entry is available at the distributor, set the start and end dates and times, and click "Save".

      You can set scheduling separately for each distribution so that the same content may have a different schedule depending on the distributor.
   c. In the "Thumbnails" section, Thumbnails are matched to the distribution point's required thumbnail size. If you have multiple thumbnails of the same size, click "Swap" to manually select the one you want.
   d. In the "Video Flavors" section, to preview the entry in a specific flavor, click "Preview" and play the entry in the "Flavor Preview" window.

Content Syndication

Content syndication is a way of making your content available to multiple other sources. This creates a form of leverage that gives you the ability to create your content once while maximizing your exposure on the Internet by distributing your content in many places at the same time. Content syndication is a win-win for both the publisher and the webmaster. As a result of this type of distribution, publishers receive increasingly more exposure for their content and webmasters receive new source for additional content.

Kaltura allows you to create video feeds in multiple formats that are ready for submission to 3rd party platforms such as Google, Yahoo!, iTunes and other video sharing sites and social networks. Videos are distributed via playlist feeds (MRSS and APIs) to the channels of your choice. The content remains on the Kaltura host.

Details on how to syndicate your content to specific destinations are included here. If you wish to syndicate your content in a different format, please contact Kaltura professional services.

RSS syndicates your web content to other sites and builds inbound links, making RSS one of the most effective SEO strategies today. Using RSS as part of your SEO strategy is advantageous. If you need help with web content syndication, contact your account manager.

How Does Syndication Work?

Kaltura's MRSS Feeds and Syndication services allow publishers to syndicate and track their videos on a wide range of video sharing sites and social networks via playlist feeds managed through the Kaltura Management Console. Publishers can then track their videos and tweak their programs and campaigns based on the results.

Publishers can set up MRSS feeds into major video search engines including Google, Yahoo! and iTunes from within the KMC. After you have created a playlist, see Creating and Customizing Playlists and Players, you can then add it to a feed by selecting its destination site.

Search Engine Optimization (SEO)

Submitting feeds to major search engines helps to increase your content's SEO, and ultimately direct more traffic to your website. See Maximizing Video SEO With Kaltura.

Key benefits

- Setting up a new feed is simple and quick - easily set-up multiple playlists in the KMC to be distributed, videos within each playlist are automatically distributed to the relevant channels on the video sharing sites.
- Automatic updates – after a one-time set-up, any additional videos that are added to the selected playlist will automatically be syndicated accordingly based on the feed's specific configuration. There is no need for manual updates to the feed.

Setting Up Syndication

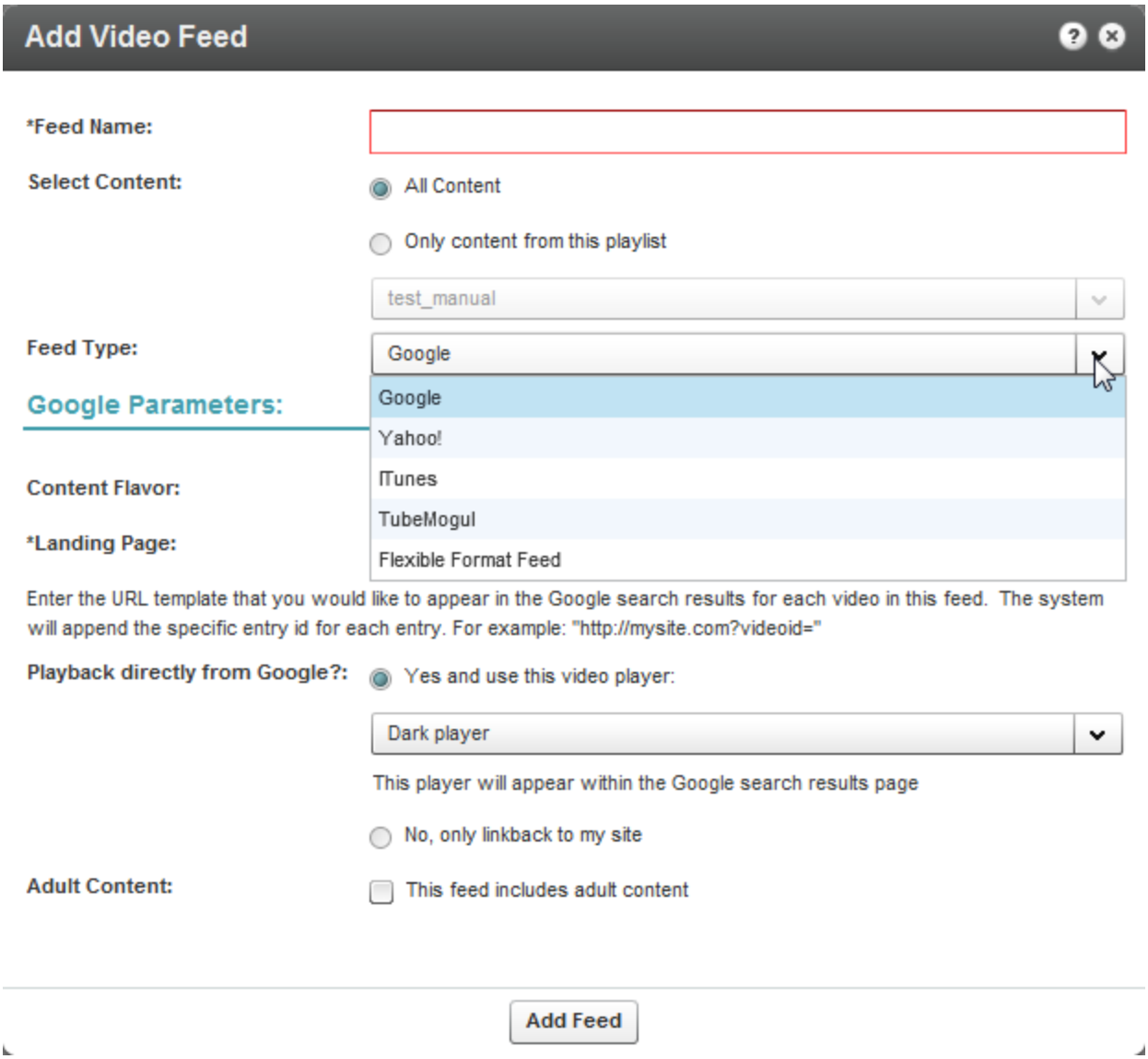
To configure syndication settings

1. Go to the Content tab and select the Syndicate menu.
2. Click Create New Feed.
3. Enter the Feed Name (required).
4. Select the content to syndicate.

- All Content – syndicates all entries.

- Only content from this playlist – syndicates content from the playlist you select.

5. Select the Feed Type.


Add Video Feed
*Feed Name:
Select Content:
All Content
Only content from this playlist
test_manual
Feed Type:
Google
Google Parameters:
Google
Yahoo!
iTunes
TubeMogul
Flexible Format Feed
Content Flavor:
*Landing Page:
Enter the URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="
Playback directly from Google?:
Yes and use this video player:
Dark player
This player will appear within the Google search results page
No, only linkback to my site
Adult Content:
This feed includes adult content
Add Feed

Syndicating to Google

You can submit your videos to the Google search engine which will ultimately direct more traffic from Google to your website. Submission of video feeds to Google is free of charge, yet requires some technical knowledge. It is recommended that your website's webmaster be available for assistance.

The workflow for setting up Google syndication is divided into two tasks:

- Google Webmaster tasks
- KMC Publisher tasks

Google Webmaster Tasks

To configure syndication settings for Google

1. Setup a Google Webmaster account for your website.

2. Setup your website in the Google Webmaster Tool.
   Follow the directions here. Make sure your site is valid based on the Google instructions.
3. Submit the Feed to a URL.
   Create a server page on your website that redirects to this feed URL.
   For example, for a php implementation save a php file named redirect.php with the following content (replace the XXXX with your feed URL):

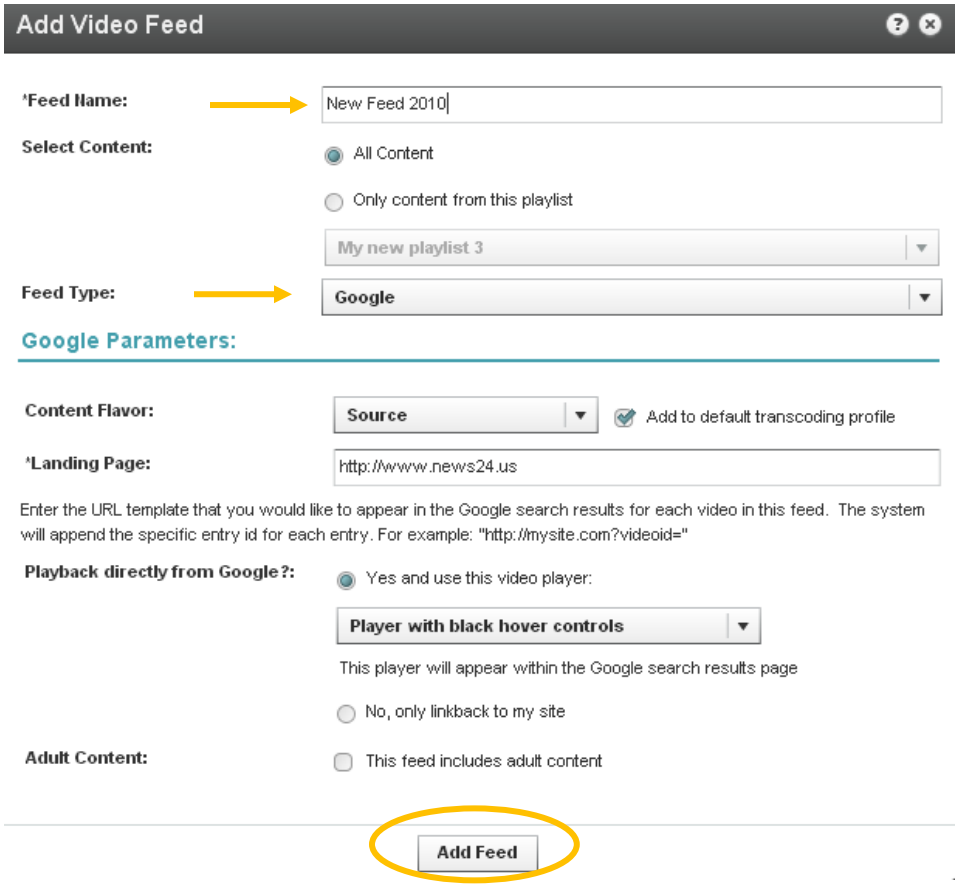
```
<?php
Header( "HTTP/1.1 301 Moved Permanently" );
Header( "Location : XXXX");
?>
```

4. Login to the Google Webmaster Tool.
5. In the Google Webmaster Tool, go to Site configuration > Sitemaps > Submit a sitemap.
6. Submit the feed as your redirect page in your site, for example:
   http://mysite.com/redirect.php

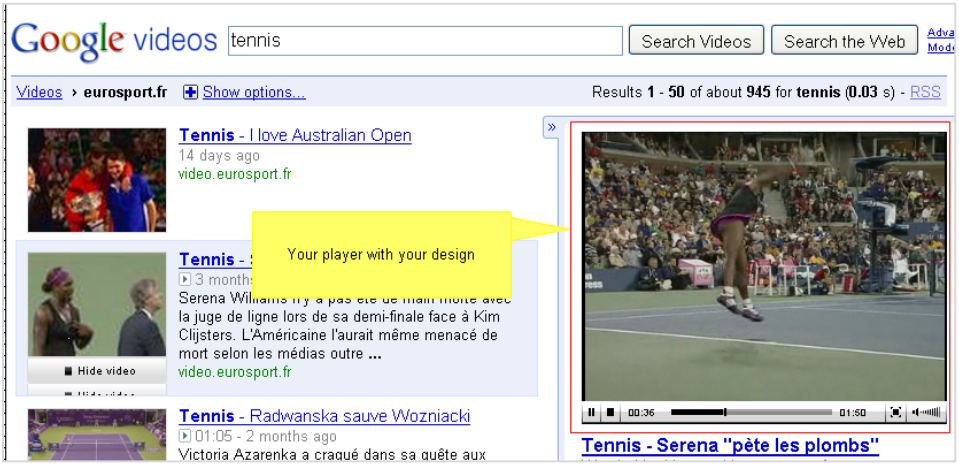
KMC Publisher Tasks for Google Syndication

To configure syndication settings for Google

1. Configure the Syndication Settings. See Setting Up Syndication.
2. Select Google from the Feed Type drop-down menu.
   The Google parameters are displayed.
3. Enter the Google Parameters, see Google: Feed Parameters and click Add Feed.


Add Video Feed
*Feed Name:
New Feed 2010
Select Content:
All Content
Only content from this playlist
My new playlist 3
Feed Type:
Google
Google Parameters:
Content Flavor:
Source
Add to default transcoding profile
*Landing Page:
http://www.news24.us
Enter the URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="
Playback directly from Google?:
Yes and use this video player:
Player with black hover controls
This player will appear within the Google search results page
No, only linkback to my site
Adult Content:
This feed includes adult content
Add Feed

Google videos
tennis
Search Videos
Search the Web
Advanced Video Search
Moderate SafeSearch is on
Videos › eurosport.fr
Show options...
When Moderate SafeSearch is on (Google Default) will not show content of feeds marked as "adult"
Tennis - I love Australian Open
14 days ago
video.eurosport.fr
Entry Name
Link goes to landing page, with entry id appended
Tennis - Serena "pète les plombs"
3 months ago
Serena Williams n'y a pas été de main morte avec la juge de ligne lors de sa demi-finale face à Kim Clijsters. L'Américaine l'aurait même menacé de mort selon les médias outre ...
video.eurosport.fr
Entry Description
Play video
If selected "playback directly from google", play button will appear.
Victoria Azarenka a craque dans sa quete aux demi-finales des Masters de Doha en abandonnant face à Agnieszka Radwanska 4-6, 7-6, 4-1. La Bélarusse de 20 ans servait pourtant ...
video.eurosport.fr
Play video


Google videos
tennis
Search Videos
Search the Web
Videos › eurosport.fr
Show options...
Results 1 - 50 of about 945 for tennis (0.03 s) - RSS
Tennis - I love Australian Open
14 days ago
video.eurosport.fr
Your player with your design
Hide video
la juge de ligne lors de sa demi-finale face à Kim Clijsters. L'Américaine l'aurait même menacé de mort selon les médias outre ...
video.eurosport.fr
Tennis - Radwanska sauve Wozniacki
01:05 - 2 months ago
Victoria Azarenka a craqué dans sa quête aux
00:36
01:50
Tennis - Serena "pète les plombs"

Google: Feed Parameters

Field	Description
Content Flavor	The format and quality of the content to be syndicated
Landing page	The URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry ID for each entry. See feed example below.
Add to default transcoding profile	Check to add the chosen Content flavor to content that will be uploaded subsequently, using the default transcoding profile
Playback directly from Google -	Select if you prefer for Google to display a link to your website only or if you'd like Google to display the actual video directly

	within the search results page (see screenshot below). If you allow Google to playback the videos directly from the search results page, you can select the player that will be used for playback. The player may include your branding, watermark, etc.
Adult content	If selected, videos in this feed should be available only to users with SafeSearch turned off.

Syndicating to TubeMogul

Kaltura and TubeMogul have partnered to provide a premium syndication service at the most attractive pricing available.

This service allows you to seamlessly syndicate your content to over 20 video portals including YouTube, Daily Motion, Metacafe, etc. and to receive aggregated analytics across video portals.

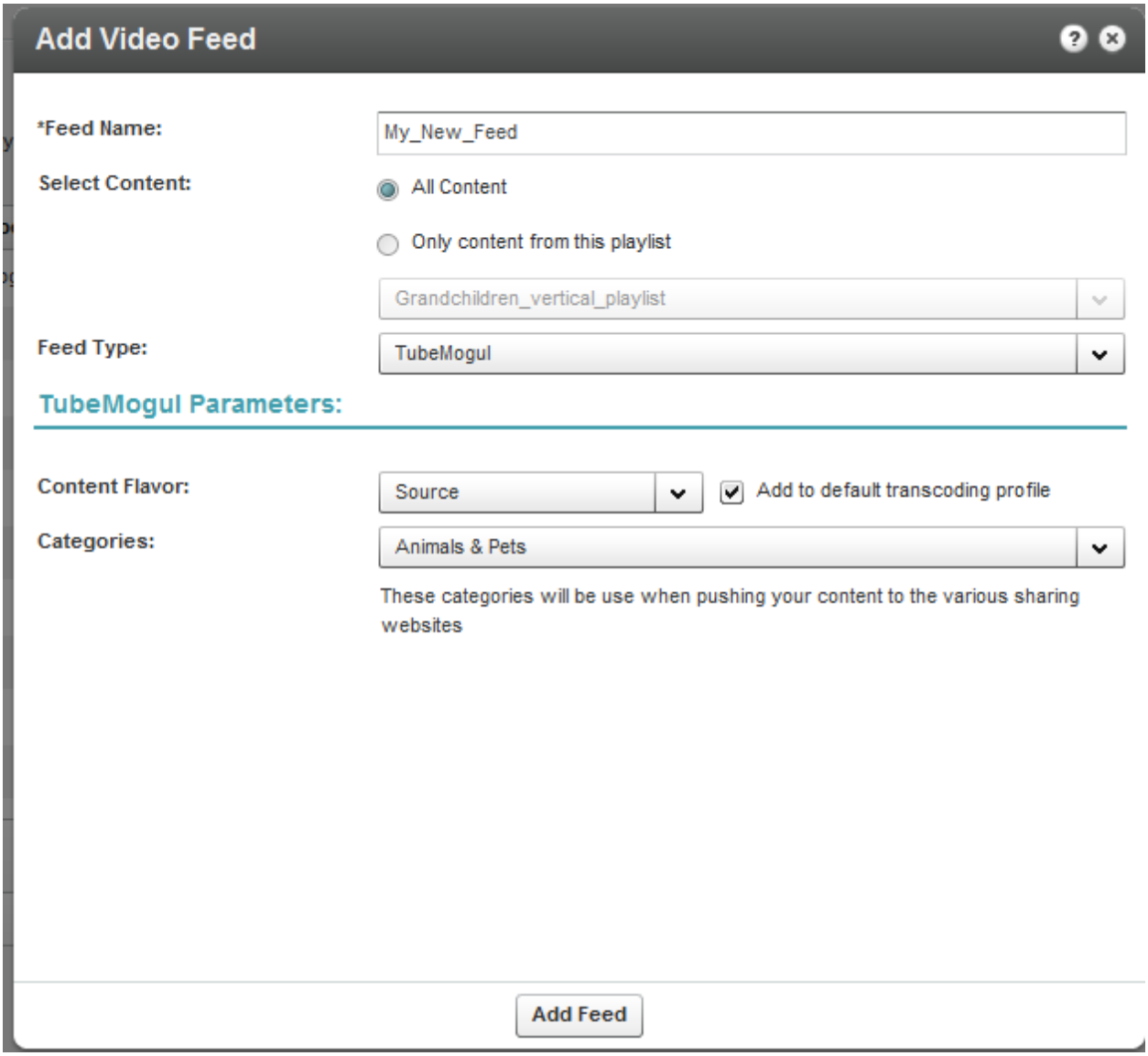
Each time you add a video to your syndicated content, it will be automatically distributed to your channel in the video portal you selected.

To learn more about this feature and pricing information contact us or call +1-800-871-5224.

KMC Publisher Tasks for TubeMogul Syndication

To configure syndication settings for TubeMogul

1. Configure the Syndication Settings. See Setting Up Syndication.
2. Select TubeMogul from the Feed Type drop-down menu.
   The TubeMogul parameters are displayed.
3. Enter the TubeMogul Parameters, see TubeMogul: Feed Parameters and click Add Feed.
   The URL for the feed is generated.



TubeMogul: Feed Parameters

Field	Description
Content flavor	The format and quality of the content to be syndicated.
Add to default transcoding profile	Check to add the chosen Content flavor to content that will be uploaded subsequently, using the default transcoding profile.
Feed categories	These categories will be used when pushing your content to the various sharing websites

TubeMogul Webmaster Tasks

To submit the video feed to TubeMogul

1. Copy the feed URL you obtained after you added the feed. See KMC Publisher Tasks for TubeMogul Syndication.

If you already have a Kaltura-TubeMogul account submit this feed to TubeMogul by following these steps:
1. Copy the feed URL
http://www.kaltura.com/api_v3/getFeed.php?feedId=0_qkhxgs8n

2. Login to your Kaltura–TubeMogul account.
3. Go to Advanced Tools, select More Tools, and then select MRSS Feed Manager.
4. Submit your feed.

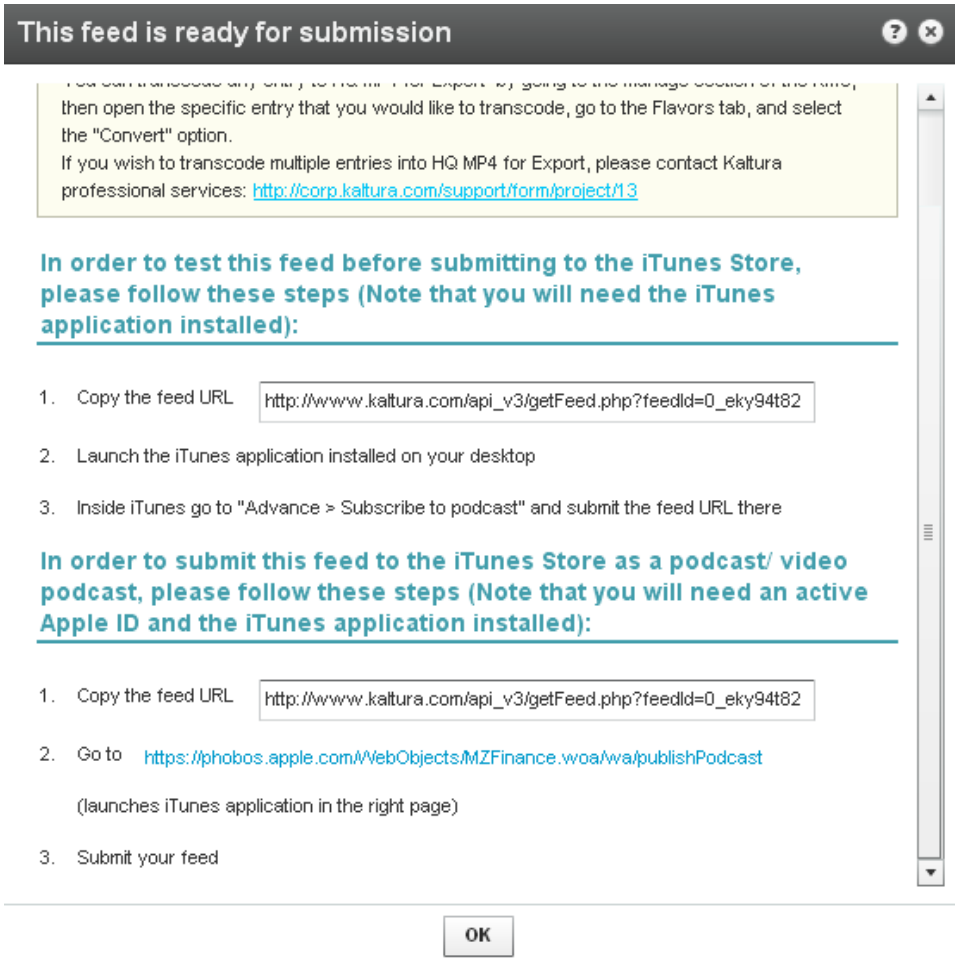
Syndicating to iTunes

You can submit your content to the iTunes Store as a podcast. You will need an active Apple ID and the iTunes application installed.

KMC Publisher Tasks for iTunes Syndication

To configure syndication settings for iTunes

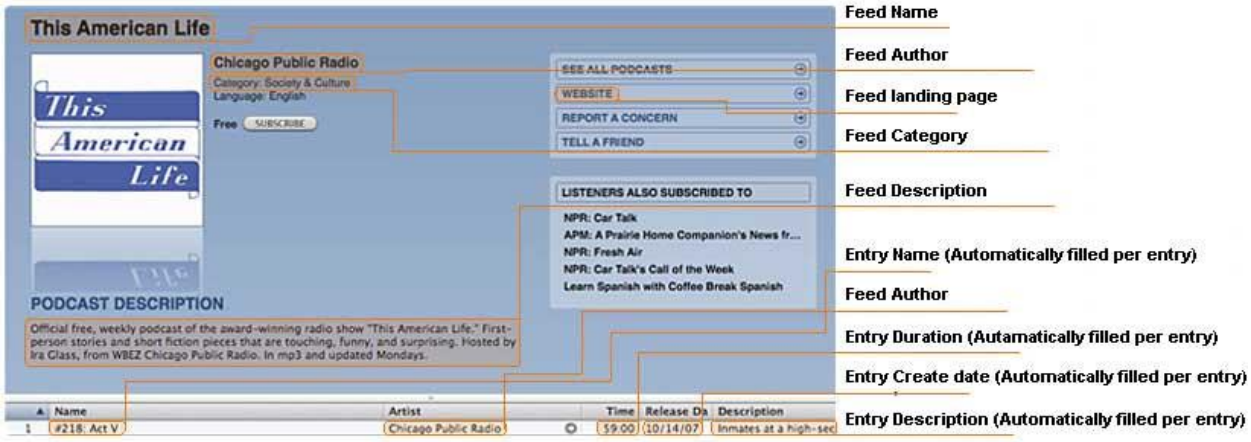
1. Configure the Syndication Settings. See Setting Up Syndication.
2. Select iTunes from the Feed Type drop-down menu.
   The iTunes parameters are displayed.
3. Enter the iTunes Parameters, see iTunes: Feed Parameters and click Add Feed.


This feed is ready for submission
then open the specific entry that you would like to transcode, go to the Flavors tab, and select the "Convert" option.
If you wish to transcode multiple entries into HQ MP4 for Export, please contact Kaltura professional services: http://corp.kaltura.com/support/form/project/13
In order to test this feed before submitting to the iTunes Store, please follow these steps (Note that you will need the iTunes application installed):
1. Copy the feed URL http://www.kaltura.com/api_v3/getFeed.php?feedId=0_eky94t82
2. Launch the iTunes application installed on your desktop
3. Inside iTunes go to "Advance > Subscribe to podcast" and submit the feed URL there
In order to submit this feed to the iTunes Store as a podcast/ video podcast, please follow these steps (Note that you will need an active Apple ID and the iTunes application installed):
1. Copy the feed URL http://www.kaltura.com/api_v3/getFeed.php?feedId=0_eky94t82
2. Go to https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast
(launches iTunes application in the right page)
3. Submit your feed
OK

iTunes: Feed Parameters

Field	Description
Name	Name of the feed.
Content selection	You can either select all content, or create a feed of a specific playlist only.
Content flavor	The format and quality of the content to be syndicated. iTunes supports these formats: .m4a, .mp3, .mov, .mp4, and .m4v. Refer to here for more information.
Add to Default Transcoding Profile	Check to add the chosen Content flavor to content that will be uploaded subsequently, using the default transcoding profile.
Landing page	The URL template that you would like to appear in the iTunes Store for each video in this feed. The system will append the specific entry ID for each entry. The following parameters will be presented in the iTunes store, as demonstrated in the illustration below: Feed Author Feed Landing Page (link back to your website)

	Feed Category (will direct iTunes store how to categorize your feed)
	Feed Description
	Feed Image URL (should be 600x600)
	In addition, the system will add the following relevant information for every entry: Name, Duration, Create date, Description.
Contact information	The name and email you enter for the feed will be used for iTunes Store to contact you if necessary. This information will not be presented in the iTunes Store.
Language	The language of the videos/ audio files in this feed.
Adult content	If you select this, an "explicit" parental advisory graphic will appear next to your podcast artwork on the iTunes Store, and in the Name column in iTunes.



To test the feed before submitting to the iTunes Store

1. Copy the URL you obtained after adding the feed.
2. Launch the iTunes application installed on your desktop.
3. Go to Advance > Subscribe to podcast and submit the feed URL.

To submit this feed to the iTunes Store as a podcast/ video podcast:

1. Copy the feed URL.
2. Go to https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast(launches iTunes application in the right page)
3. Submit your feed.

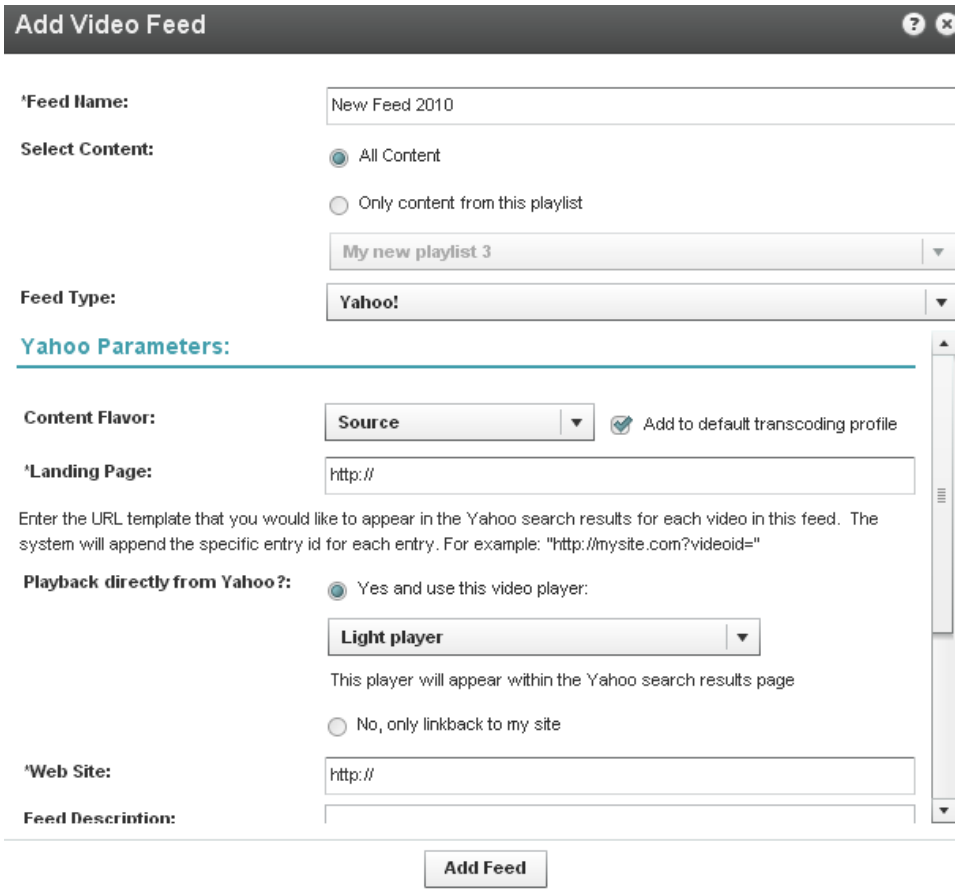
KMC Publisher Tasks for Yahoo Syndication

To configure syndication settings for Yahoo

1. Configure the Syndication Settings. See Setting Up Syndication.
2. Select Yahoo from the Feed Type drop-down menu.

The Yahoo parameters are displayed.

3. Enter the Yahoo Parameters, see Yahoo: Feed Parameters and click Add Feed.


Add Video Feed
*Feed Name:
New Feed 2010
Select Content:
All Content
Only content from this playlist
My new playlist 3
Feed Type:
Yahoo!
Yahoo Parameters:
Content Flavor:
Source
Add to default transcoding profile
*Landing Page:
http://
Enter the URL template that you would like to appear in the Yahoo search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="
Playback directly from Yahoo?:
Yes and use this video player:
Light player
This player will appear within the Yahoo search results page
No, only linkback to my site
*Web Site:
http://
Feed Description:
Add Feed

Yahoo Webmaster Tasks

To submit the video feed to Yahoo

4. Copy the feed URL you obtained after you added the feed. See KMC Publisher Tasks for Yahoo Syndication.
5. Go to http://video.search.yahoo.com/mrss/submit.
6. Fill in the form and submit your feed as a “Full feed”.

Yahoo: Feed Parameters

Field	Description
Name	Name of the feed.
Content selection -	You can either select all content, or create a feed of a specific playlist only.
Content flavor	The format and quality of the content to be syndicated
Add to Default Transcoding Profile	Check to add the chosen Content flavor to content that will be uploaded subsequently, using the default transcoding profile.
Landing page	The URL template that you would like to appear in the Yahoo search results for each video in this feed. The system will append

	the specific entry ID for each entry.
Playbacks directly from Yahoo	Select if you prefer for Yahoo to display a link to your website only or also if you'd like Yahoo to display the actual video directly within the search results page. If you allow Yahoo to playback directly from within the search results page, you can select the player that will be used for playback. This player may include your branding, watermark, etc.
Adult content	If selected, videos in this feed should be available only to users with SafeSearch turned off.

The table below maps categories between the different websites.

TubeMogul	Arts & Animation	Comedy	Entertainment	Music	News & Blogs	Science & Technology	Sports	Travel & Places
5min	Arts/Others	People/Others	Home/Entertaining	Music/Others	Business/Others	Tech/Others	Sports/Others	Wheels/Others
Blip.tv	Art	Comedy	Movies and Television	Music and Entertainment	The Mainstream Media	Technology	Sports	Travel
Break	Animation	Funny Videos	Entertainment	Entertainment	News Videos	Entertainment	Sports Videos	Entertainment
DailyMotion	Arts	Funny	Film & TV	Music	News & Politics	Science & Technology	Sports & Extreme	Travel
eBaums World	Arts Animation	Comedy	Entertainment	Music	News Blogs	Science Tech	Sports	Travel Places
Graspr	Arts & Crafts	Other	Other	Music	Other	Computers & Internet	Sports & Recreation	Travel
GrindTV	N/A	N/A	N/A	music	N/A	N/A	N/A	N/A
Howcast	Animation Techniques	Humor & Comedy	General Performing Arts	Making Music Videos	Politics & Citizenship	General Technology	General Sports	General Travel
i2TV	Arts, Film, Animation	Comedy	Entertainment	Music	News	Technology	Sports & Games	Travel & Places
Metacafe	Art & Animation	Comedy	Entertainment	Music & Dance	News & Events	Science & Tech	Sports	Travel & Outdoors
MSN Video	Movies	Movies	TV	Music	News	Web	Sports	Events
MySpace	Animation/CGI	Comedy and Humor	Entertainment	Music	News and Politics	Science and Technology	Sports	Travel and Vacations
Sclipo	Arts / Design	Other	Other	Music	Other	Science / Technology	Sports	Hobby / Games
StreetFire	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

StupidVideos	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Office/Workplace	Just Plain Stupid: Laugh Out Loud	Sports: Other	Just Plain Stupid: Laugh Out Loud
Veoh	Animation	Comedy	Entertainment	Music	News	Tech & Gaming	Sports	Travel & Culture
VideoJug	Creative & Culture	Humour & Bizarre	Entertainment	Music	Current Affairs	Technology & Cars	Sports & Outdoors	Travel
Yahoo	Art & Animation	Funny	Entertainment	Music	News	Technology & Products	Sports & Games	Travel
YouTube	Film & Animation	Comedy	Entertainment	Music	News & Politics	Science & Technology	Sports	Travel & Events

CHAPTER 14

Advertising and Ad Networks

This section contains the following topics:

- Overview of Advertising with Kaltura
- Connecting with an Ad Server
- Creating Kaltura Video Ads
- Adding the VAST Ad Server
- Configuring VAST Ads
- Creating Bumper Ads
- Configuring Third Party Ad Plugins
- Configuring Companion Ads

Overview of Advertising with Kaltura

Kaltura's monetization features contain a comprehensive set of advertising tools, pay-per–view, subscription models, and built-in reports that let you optimize your strategy based on viewer behavior.

You can target viewers with ads on live videos or VOD, and across multiple devices such as mobile, PC and set-top-box. With support for a wide range of video ad formats (including all major IAB standards), and integrated plugins for video ad networks, such as Google DoubleClick DART, FreeWheel, Ad Tech, Eye Wonder, AdapTV, Tremor Video and others, managing you can optimize your monetization.

The Kaltura Player supports pre-rolls, mid-roll post-rolls, Flash companion ads and HTML companion ads. The Kaltura Player is VAST-compliant, supports custom SWFs, bumper videos, and has plugins for AdapTV, Tremor, and Eyewonder.

Player Branding

Players can be designed and skinned to match any brand and used for your own brand or for advertisers on your site. See Configure the Player Features.

Connecting with an Ad Server

Integrating your Ad Server with the KMC is a one-time activity performed when you initially set up video advertising. The ad server has to be VAST compliant or available as a Kaltura plugin . You may also create a custom swf for the Kaltura Player to support.

After you have selected an ad server and set up an account with that ad server, you integrate the ad server with the KMC by establishing a connection between that ad server and KMC. Once the connection is established, all ad requests generated by the Kaltura Dynamic Player are in a format which the ad server expects, allowing seamless communication between the Kaltura Player and the ad server.

The Digital Video Ad Serving Template (VAST) is an industry standard for the XML response from an ad server. Most of the leading Ad Servers and Ad Networks are VAST compliant, and support IAB standard (VAST 1.0 / VAST 2.0).

Popular ad servers include DoubleClick, Dart For Publisher (DFP), Microsoft Atlas, OpenX, ScanScout. To see the full list of servers and networks that comply with VAST, refer to the IAB website:

http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253

In general, ads, tracking, scheduling, and other parameters, are configured on the ad server side. With VAST, other parameters need to be configured through the KMC or Kaltura Player. Ad parameters are configured through the Studio tab in the KMC.

Kaltura Player and Ad Plugins

Kaltura partners have the ability to create a custom .swf file to stream ads from their own ad server to the KALTURA PLAYER. The .swf file acts as an ad plugin. The configured key-value pairs must be defined to play the relevant ads.

You have to subscribe to an ad server and configure the ads on the ad server side.

Supported Ad Servers

All VAST compliant ad servers. See http://knowledge.kaltura.com/sites/default/files/Kaltura%E2%80%99s%20Generic%20Ads%20Player%20Plugin%20for%20VAST.pdf

The Kaltura Player all VAST compliant ad servers and supports the following ad plugins:

- AdapTV
- Tremor
- Eyewonder
- DoubleClick
- FreeWheel

For more information see Configuring Third Party Ad Plugins.

Ad Terminology

Ad tracking – the ability to define which/if ads play based on specific metadata.

Overlay – an ad that appears as an image (usually with text) over a video, while the video is playing.

Companion ad– a banner ad that accompanies the ad that plays over the video player – this can either be located in the list area of the playlist or somewhere else on the HTML page.

Ad Tag URL – a URL that is XML that contains all the information about the ad(s) that should be displayed. VAST works with an ad tag URL system. The XML needs to conform to VAST standard in order to be considered “VAST-compatible”. That means that it needs to have the proper tags.

The following is an example of a VAST ad tag URL:
http://ad3.liverail.com/?LR_PUBLISHER_ID=1331&LR_CAMPAIGN_ID=229&LR_SCHEMA=vast2

To see the example, insert this URL into your browser.

Creating Kaltura Video Ads

The following is the workflow for configuring a KMC VAST compliant ad.

- Adding the VAST Ad Server
- Configuring VAST Ads

Adding the VAST Ad Server

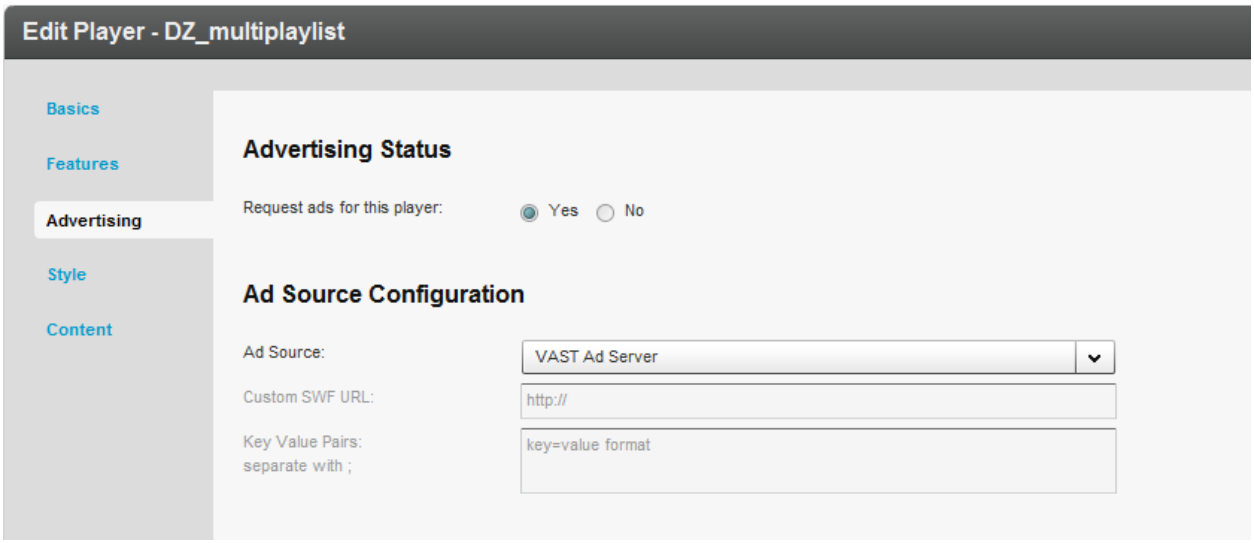
To add an ad server that supports the VAST standard

- Obtain an Ad tag URL from your ad server. See How to Locate the Ad Tag URL.

Configuring VAST Ads

To configure VAST Ads

1. Select the Studio tab and select an existing player or create a new one. See Designing and Configuring a Player. The player is configured to display VAST ads only.
2. Select the Advertising tab.



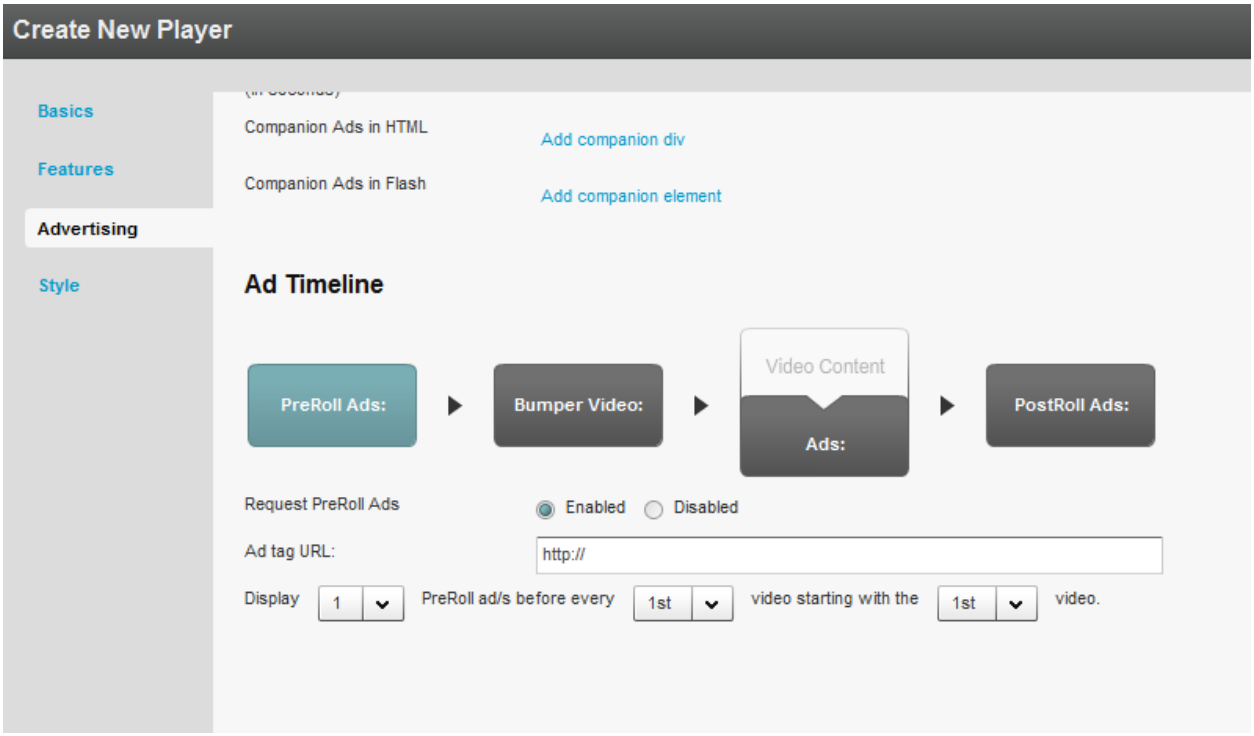
3. Enable Request ads for this player.
4. Configure the Ad Source as VAST Ad server.

Configuring VAST Pre-roll Ads

Pre-roll ads are ads that appear prior to an online video.

To configure pre-roll ads

1. Configure the Player Advertising Settings.
2. Click on Pre-Roll Ads.
3. Toggle on Request PreRoll Ads Enabled.
4. Paste the Ad Tag URL received from the ad server. See How to Locate the Ad Tag URL.
5. Select the Display options.
6. Display X ads assumes that there is more than one ad configured in the ad tag URL.
7. Before every X video starting with the X video assumes that there is either a playlist on the page or a gallery. This functionality works with galleries as well as playlists.

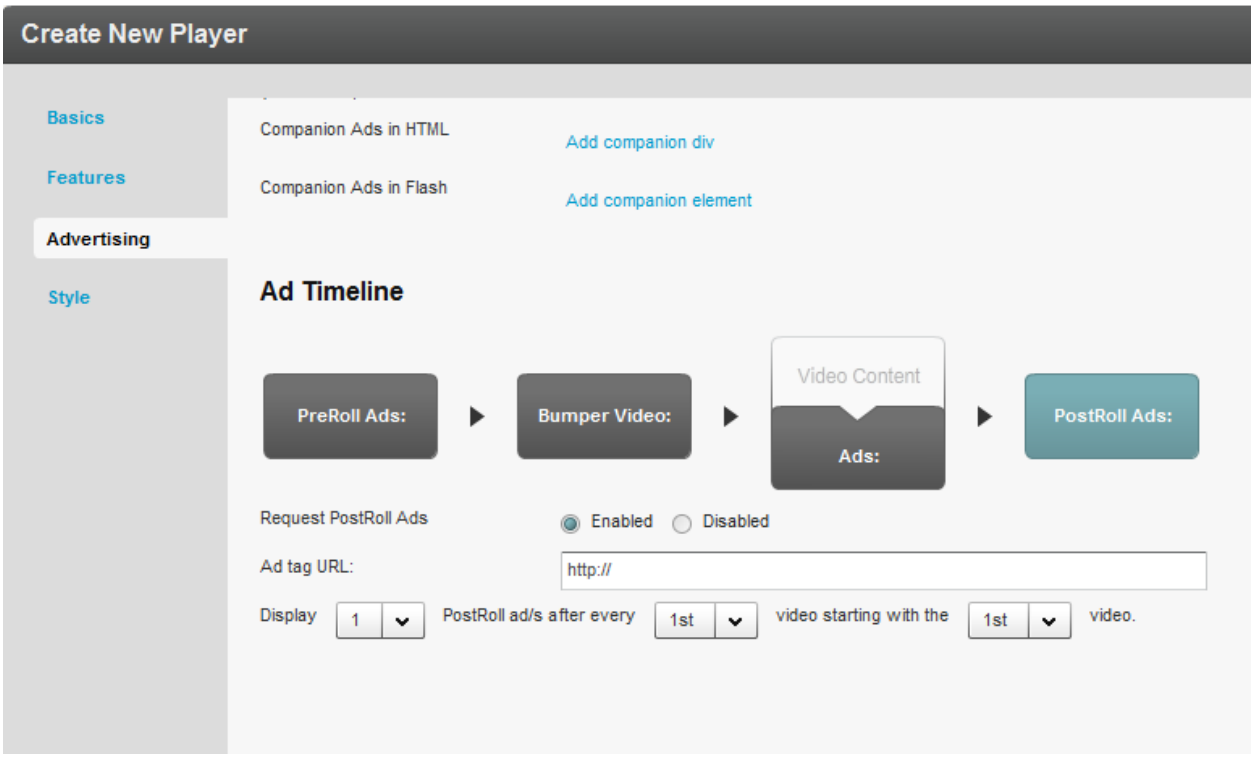


Configuring VAST Post Rolls

PostRoll ads are ads that appear after an online video.

To configure PostRoll ads

1. Configure the Player Advertising Settings.
2. Click on PostRoll Ads.
3. Toggle on Request PostRoll Ads Enabled.
4. Paste the Ad Tag URL received from the ad server. See How to Locate the Ad Tag URL.
5. Select the Display options.

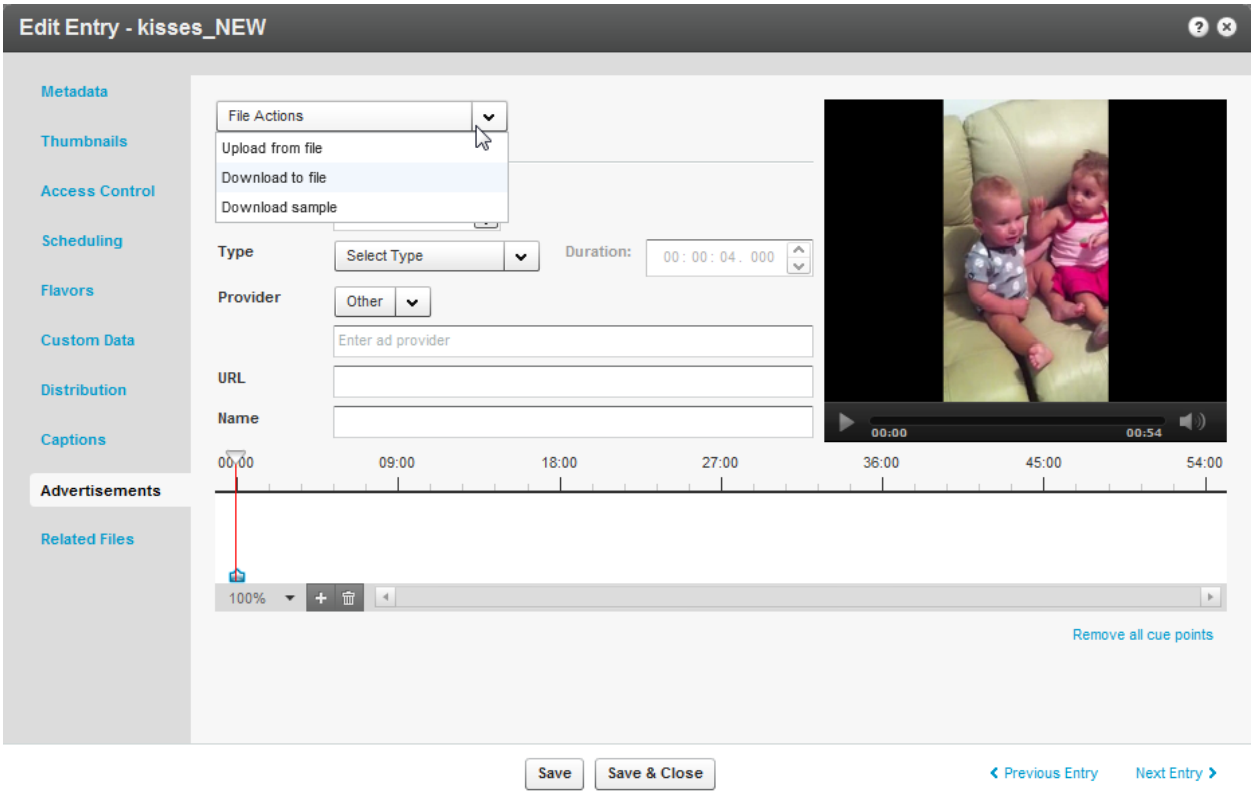


Adding a Midroll

Midrolls and overlays are cuepoints that are defined on an entry level in the player configuration section of the Studio Advertising tab.

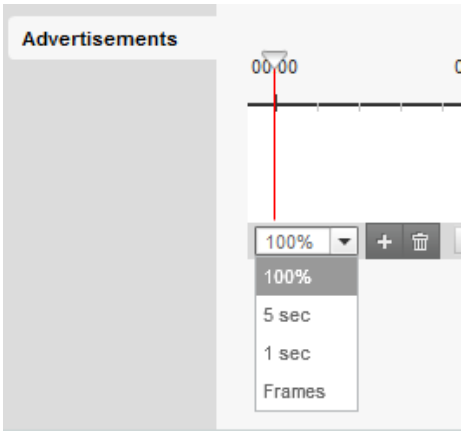
To add a midroll

1. Configure the Player Advertising Settings.
2. Select the Content Tab and select an entry.
3. Select the Advertisements tab.

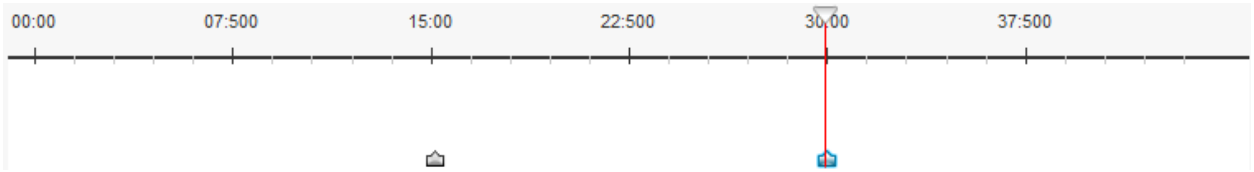


4. Select the method to obtain the midroll add from the File Actions drop down menu.
5. Choose the granularity level for the time-based display. The choices are:

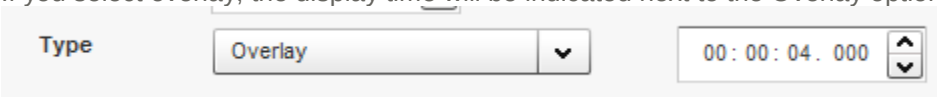
- 100%
- 5 sec
- 1 sec
- Frames.



6. Identify the exact scene or frame to display the advertisement and insert a cue.
   This can be done on the timeline:



7. To edit a cue point, select whether the advertisement will be a video or an overlay.
   a. For a video - the entry will stop playing, the ad will play, and then the entry will resume.
   b. For an overlay - while the entry is playing, a banner will appear on the screen. The entry never stops playing.
8. For both video and overlay, there are 2 options in the provider section: VAST and OTHER. VAST allows a user to insert a VAST ad tag URL. OTHER is for customers who have created a custom plugin that allows for creating cue points Other, does NOT refer to existing ad plugins such as Tremor, Adap.tv, etc.
9. If you select overlay, the display time will be indicated next to the Overlay option:



   You can modify the amount of time you want the overlay to appear on the video using the up and down arrows.
10. To apply the selected cue points to the player, create a new player or edit an existing one under the “Studio” tab. Within the advertisement portion of the player, make sure that the “Request Ads From Entry’s Cuepoints” is set to “Yes”.

Adding an Overlay

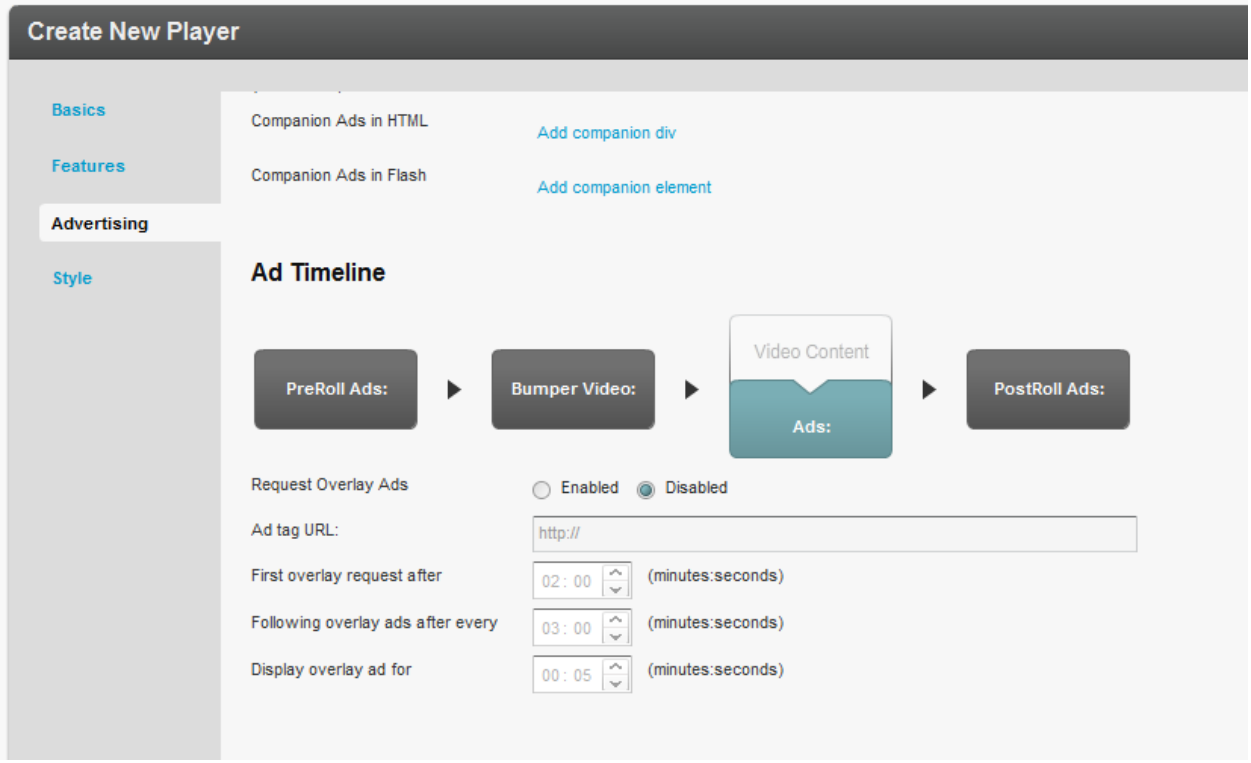
An overlay ad is an ad banner that is displayed over the video.

To add an overlay at the entry level

1. Configure the Player Advertising Settings.
2. Select the Content Tab and select an entry.
3. Select the Advertisements tab.
4. Click on the + icon to add an overlay.
5. Select the method to obtain the overlay add from the File Actions drop down menu.
6. (Required) Select the Ad Type (video/overlay).
7. For Video the Duration is the length of the video and the field will be greyed out.
8. For Overlay – enter the amount of time to display in the Duration field.
9. Enter the provider name VAST or Other and optional values.
10. For VAST enter TagURL and a descriptive name for the Midroll or Overlay, For other providers enter values that you want to pass to the player.
11. Click Save.

To configure an overlay on the player level

1. Configure the Player Advertising Settings.
   Within the advertisement portion of the player, make sure that the “Request Ads From Entry’s Cuepoints” is set to “Yes”.
2. Click on Ads.
3. Toggle on Request Overlay Ads Enabled.
4. Paste the Ad Tag URL received from the ad server. See How to Locate the Ad Tag URL.
5. Select the Display options.



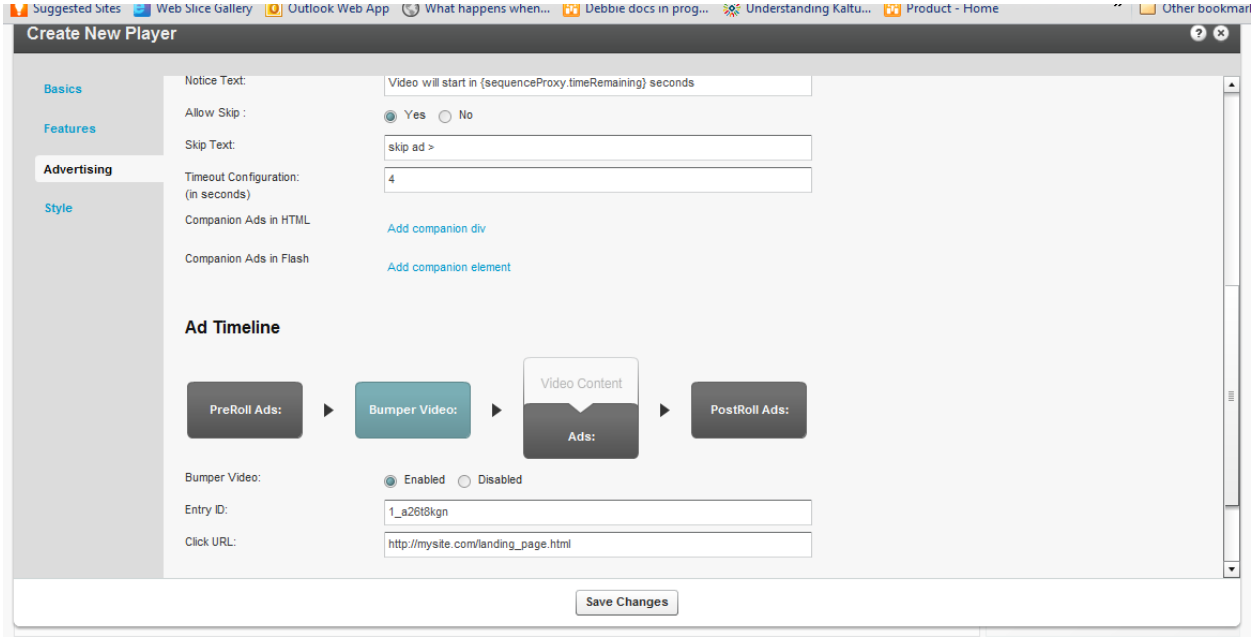
Creating Bumper Ads

Bumpers are videos that act as ads and do not use an ad server. Bumper videos uploaded to Kaltura can be inserted before or after a video, to function as pre-rolls or post-rolls. Bumper videos are independent of actual pre/post-rolls and can be played in addition to ads. Bumper videos are helpful for Kaltura partners that would like to advertise their logo, or other information, before or after a video, and for smaller partners that would like to advertise, but do not expect to monetize from their ads.

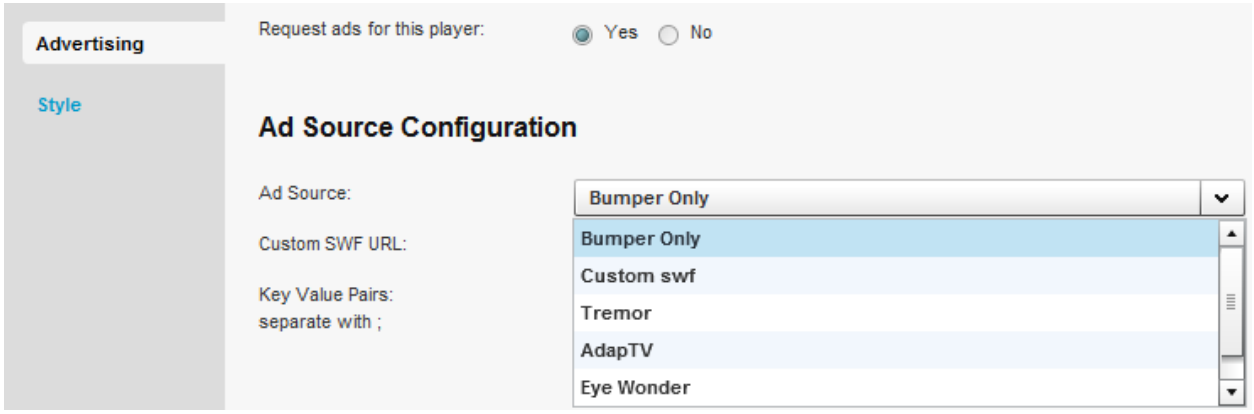
Bumper videos can be configured in addition to any other ads that are configured. On the bottom of the Advertising section, the option to add bumper videos only is available.

To configure Bumper ads

1. In the Ad Timeline section, click on Bumper Video.
2. Toggle on Bumper Video Enabled.
3. Paste the Kaltura Entry ID that will be used as the bumper.
4. Enter the URL in the Click URL field.



A Kaltura partner also has the ability to enable ONLY bumper ads by choosing Bumper Only as the Ad Source:



While in the Advertising tab, you can also configure bumper pre-rolls, and or bumper post-rolls.

To configure bumper pre-rolls, and or bumper post-rolls

1. Create a bumper video. See Creating Bumper Ads.
2. In the Features tab on the left, select the additional Parameters and Plugins section.
   For example enter: `bumper.preSequence=0&bumper.postSequence=1` to create a post-roll bumper.

Whenever both pre-rolls and bumper videos are enabled, pre-rolls will always play before the bumper video. This is because the pre-roll is configured as, preSequence=1, and the bumper video is, preSequence=2. You can change the play order via the uiconf. Post-roll ads will always play AFTER the bumper post-rolls.

Configuring Third Party Ad Plugins

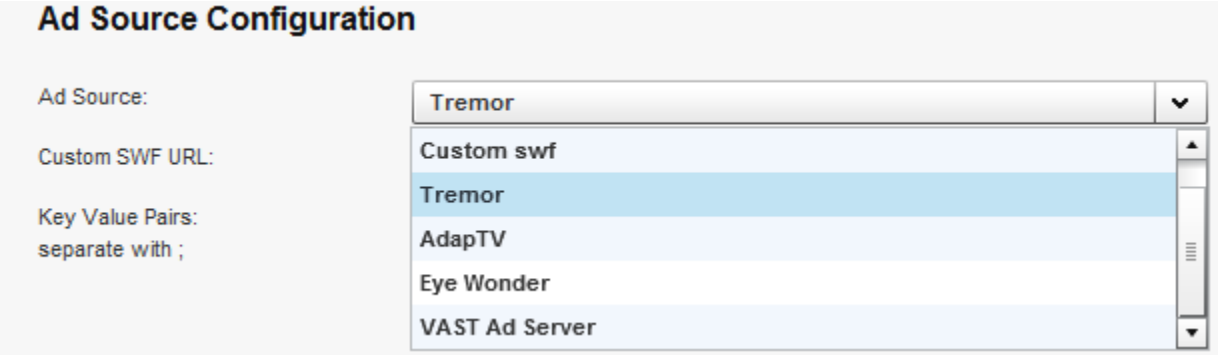
This section describes how to configure third party ad plugins.

Tremor Media

Tremor Media is an ad network that acts as a connector between ad companies/servers and their customers. Tremor Media connects with numerous ad sources and partners from a single control center and works with their customers to provide the appropriate ads from the appropriate ad servers.

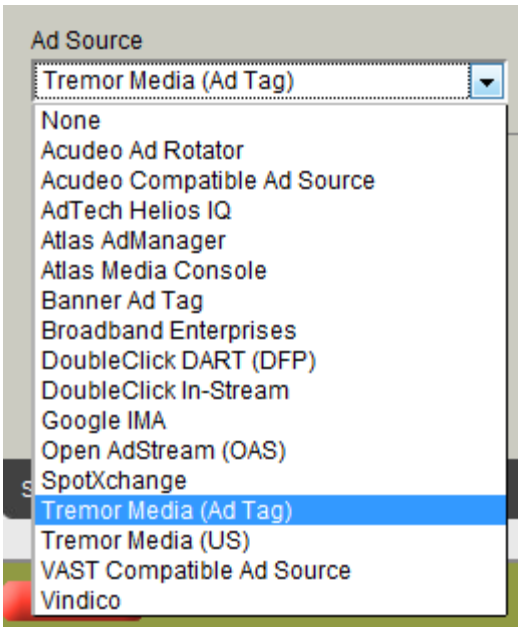
To configure the TremorMedia plug in

1. Go to your Tremor account; define ads, scheduling, targeting, etc. on the Tremor end.
2. Go to the Studio tab and edit an existing player or create a new one.
3. Select the Advertising tab.
4. Enable ads for the selected player.
5. Select Tremor as the Ad Source.

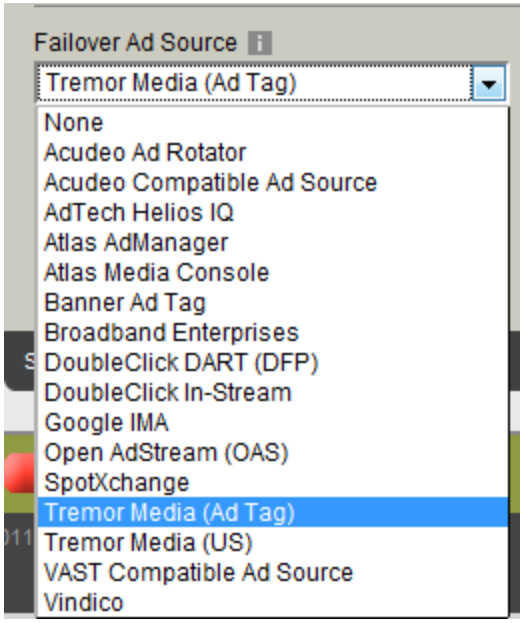


6. In the key=value section, enter the policy ID. Type in progId=[policy ID].

NOTE: TremorMedia allows users to utilize other ad sources.



NOTE: Tremor also allows users to utilize a different ad source as a fallback.



The Tremor plugin is in charge of displaying specific ads, and all the configurations are done on the Tremor end.

Tremor Media Added Functionality

The following lists functionality that has been added to the Tremor plugin.

Functionality	Description	Example
Passing dynamic data	By inserting specific key-value pairs in the uivars, a Kaltura partner can	`: <var key="customAd.paramKey1" value="duration" /> <var key="customAd.paramValue1"`

	define that any Kaltura metadata gets passed to TremorMedia via the TremorMedia plugin. Then, using the Tremor ad server, the partner can decide how to target ads via the metadata. To enable this functionality, a custom ad path must be inserted into the uiconf.	`value="{mediaProxy.entry.duration}" /> <var key="customAd.paramKey2" value="entryId" /> <var key="customAd.paramValue2" value="{mediaProxy.entry.id}" /> <var key="customAd.paramKey3" value="categories" /> <var key="customAd.paramValue3" value="{mediaProxy.entry.categories}" /> <var key="customAd.paramKey4" value="ContentRating" /> <var key="customAd.paramValue4" value="{mediaProxy.entryMetadata.ContentRating}" /> <var key="requiredMetadataFields" value="true" />` Note: The ContentRating custom data field, has a slightly different value from the rest of the metadata.
Internal companion ads	The ability to insert a companion ad directly on the list part of the playlist. The companion ad must be inserted as a custom ad path via the uiconf or via additional parameters and plugins.	

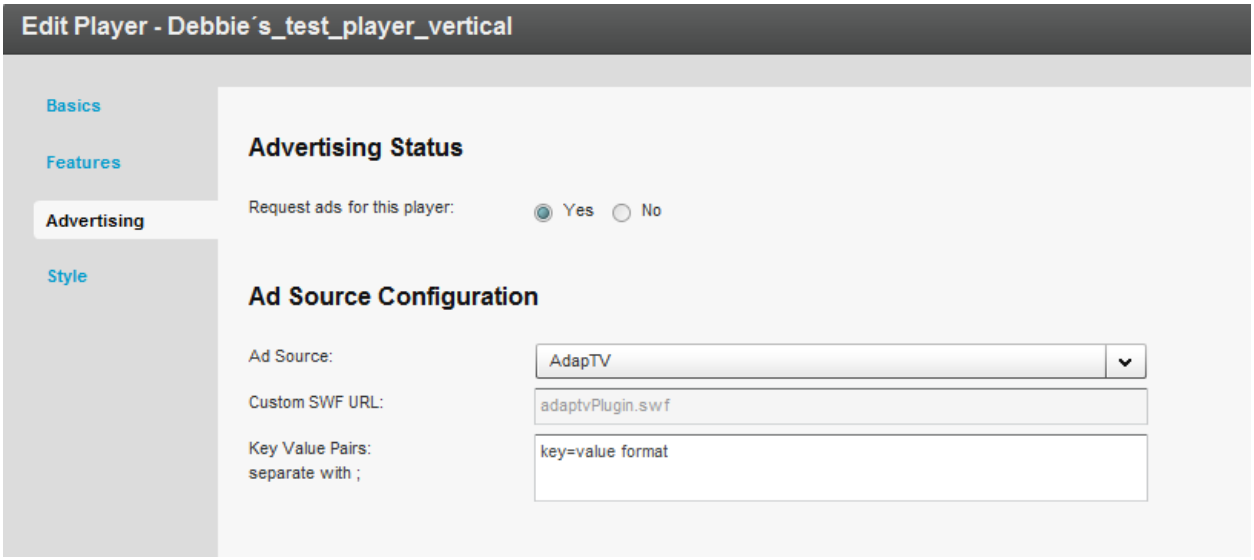
Capping ads	A Kaltura partner can cap ads via the KMC based on the creation date.
	
	To configure the Tremor plugin with the startDateOffset, with the parameter key maxAge, add the following 2 attributes to the XML (if the file is maintained manually):
	
	`paramKey1="duration"`
	`paramValue1="{tremor.createdAtOffset}"`
	
	or the equivalent uivars/flashvars line
	
	`paramKey1=duration&paramValue1={tremor.createdAtOffset}`
	
	This is based on the assumption that the Tremor xml node has the id set to '`tremor`'. If using a studio player the id would be 'customAd'.	

AdapTV

AdapTV has two different models – the standard model and the marketplace. The standard model allows Kaltura partners to define their own ads. The marketplace provides the customer the ability to connect with all sorts of ad companies to choose the most fitting ads.

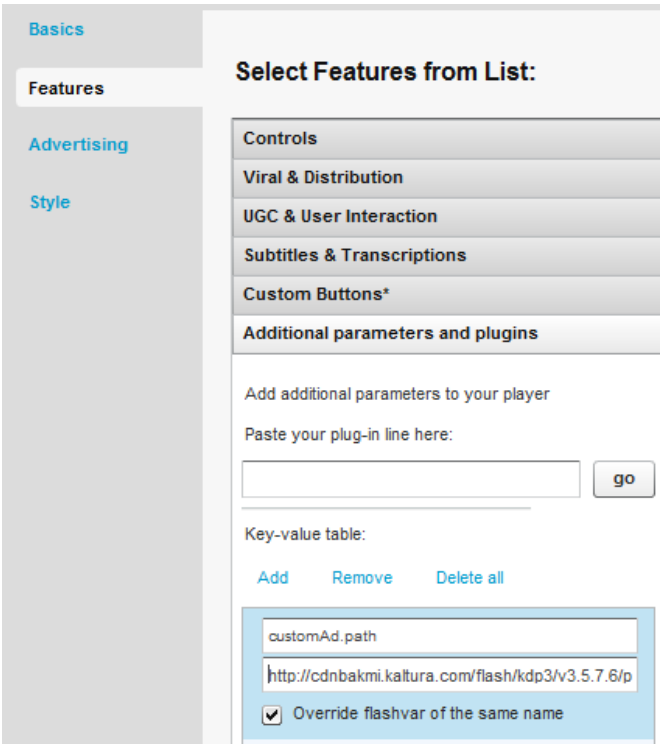
To configure the AdapTV ad plug in

1. Go to your AdapTV account, define ads, scheduling, targeting, etc. on the AdapTV end.
2. Go to the Studio tab and edit an existing player or create a new one.
3. Select the Advertising tab.
4. Enable ads for the selected player.
5. Select AdapTV as the Ad Source.



6. Enter the Custom SWF URL.

   The Kaltura partner administrator should contact their ad server company to obtain the SWF URL and the proper Key-Value Pairs to insert.
7. In the key-value section insert key=[your AdapTV key]. In AdapTV, many users utilize the zone to differentiate between different ads. In this case, the customer needs to insert zone=[zone name] in the key-value section as well.
8. To utilize the latest AdapTV plugin (the current out-of-the-box plugin is utilizing AdapTV's legacy integration of AS2, the new plugin utilizes AS3 integration): in the Additional Parameters and Plugins section of the player, insert key=customAd.path value= http://cdnbakmi.kaltura.com/flash/kdp3/v3.5.7.6/plugins/adaptvas3Plugin.swf



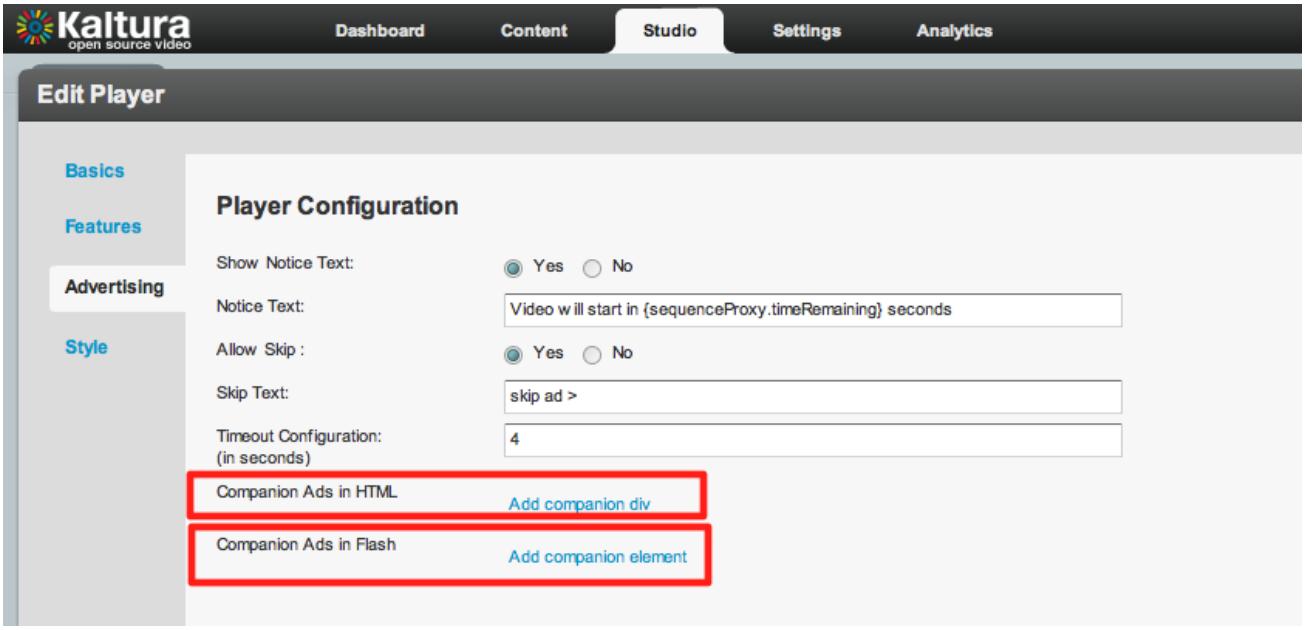
Configuring Companion Ads

Companion Ads are “text, display ads, rich media, or skins that wrap around the video experience, and can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience.” See http://www.iab.net/wiki/index.php/Companion_Ad

VAST

Kaltura’s platform makes it easy to add Companion Ads in either HTML or Flash. After you’ve configured your player (see Designing and Configuring a New Player or Playlist), edit the player and navigate to the Advertising tab. Scroll down a bit to the “Player Configuration” section

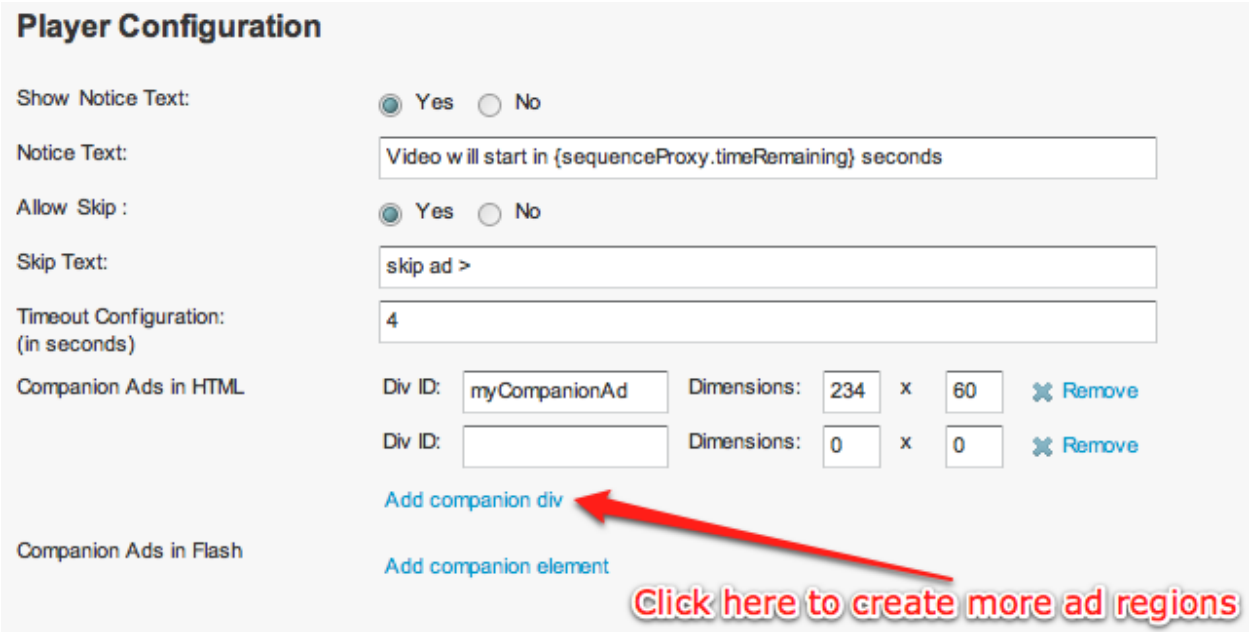
Choose whether to configure HTML or Flash-based Companion Ads.



Companion Ads in HTML

To add companion ads in HTML

1. Click on the “Add companion div” text in the “Player Configuration” section. Entry fields to enter the CSS “id” of your companion ad and the dimensions in pixels appear.
2. Enter the CSS div id and dimensions (in pixels) for each ad region. Be certain to enter the dimensions you enter to match the dimensions of your served ads exactly.
3. Click on the “Add companion div” text multiple times to enter more ad regions.



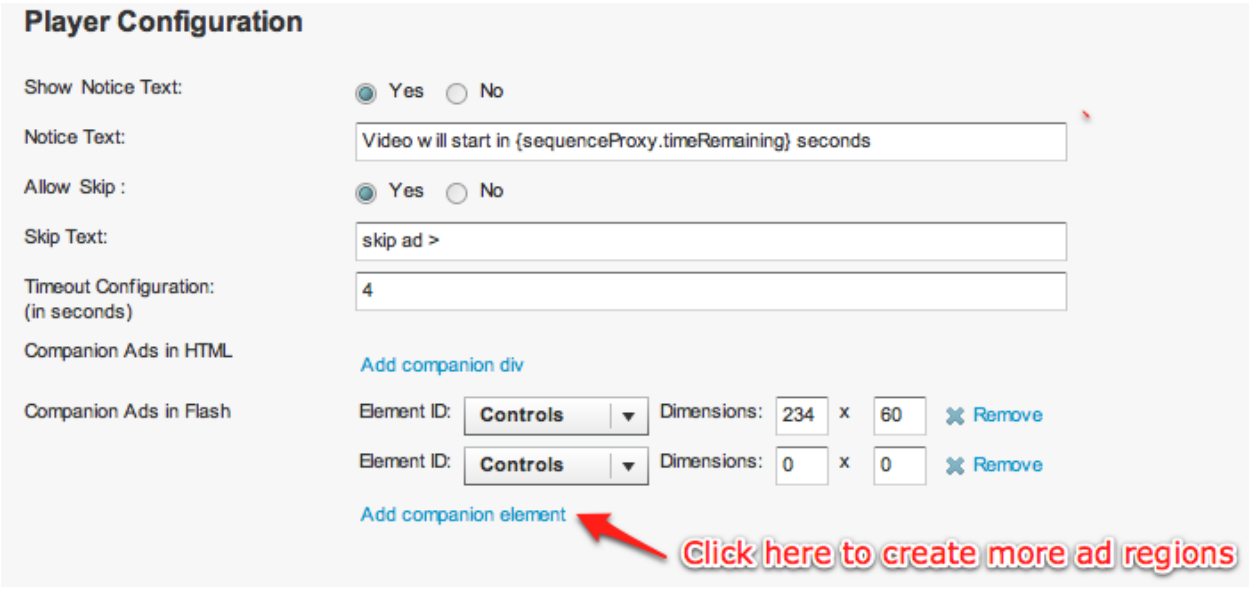
In the web page where your Companion Ads will display, you need to include a JavaScript file as well as a corresponding HTML tag with a matching id for each region you create.

```
<html>
<body>
<head>
….
<script src="http://www.kaltura.com/javascript/VAST/companionAdFunc.js" type=
    "text/javascript"></script>
….
</head>
<body>
….
<object id="kaltura_player" name="kaltura_player" type="application/x-
shockwave-flash" …… </object>
<div style= "width: 234px; height: 60px;" id="myCcompanionAd">
</div>
….
</body>
</html>
```

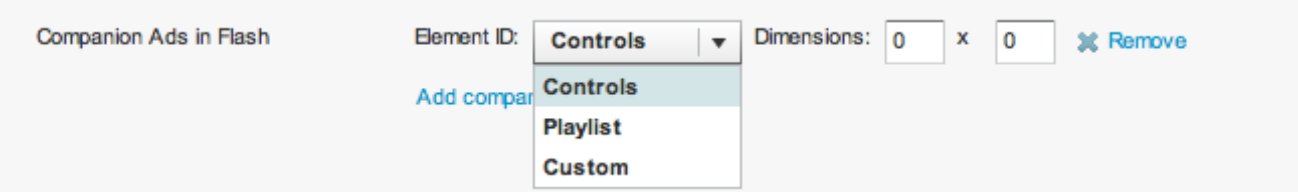
Companion Ads in Flash

To add companion ads in Flash

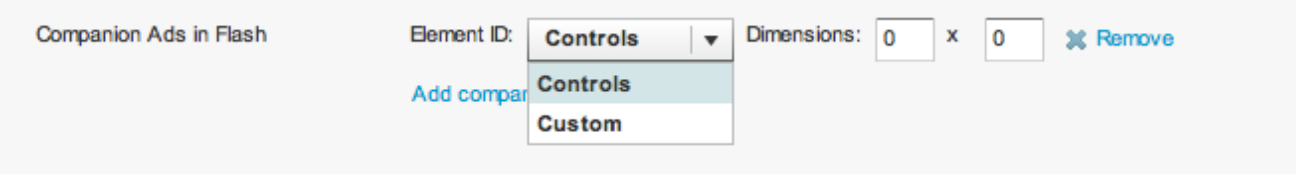
1. Click on the “Add companion div” text in the “Player Configuration” section. You’ll get entry fields to enter the CSS “id” of your companion ad and the dimensions in pixels. Be certain to enter the dimensions you enter to match the dimensions of your served ads exactly.
2. Click on the “Add companion div” text multiple times to enter more ad regions:



There are either two or three possibilities for the “Element ID” pulldown menu. If you created a Kaltura Playlist Player (see the Creating and Customizing Players and Playlists” section), then you will see three options:



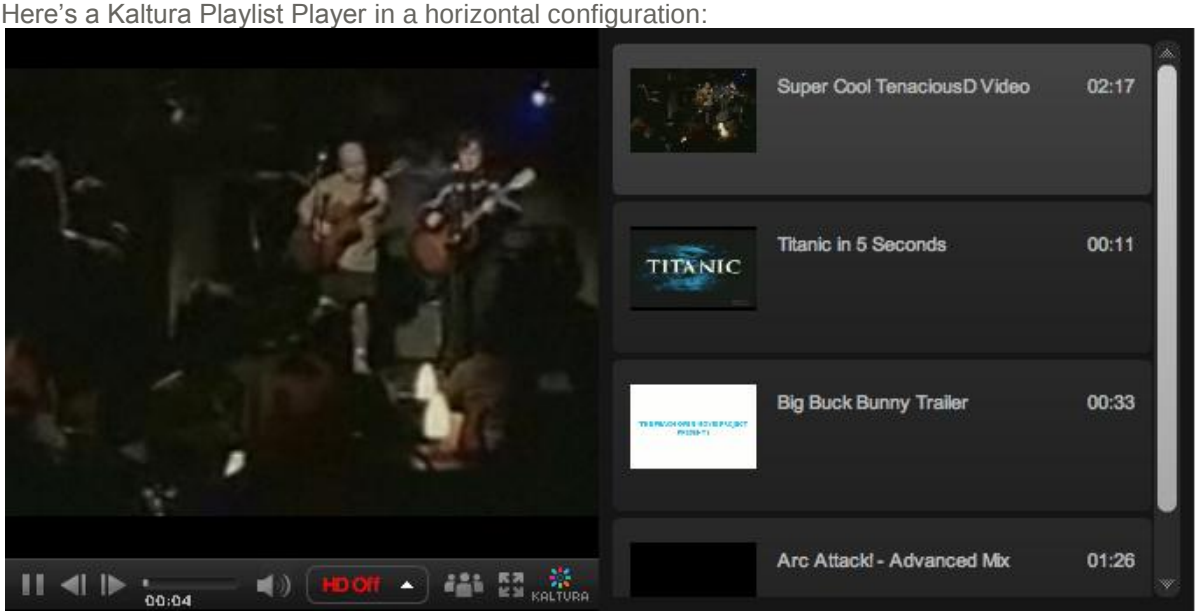
If you created a regular (non-Playlist) Player, then you will see two options:



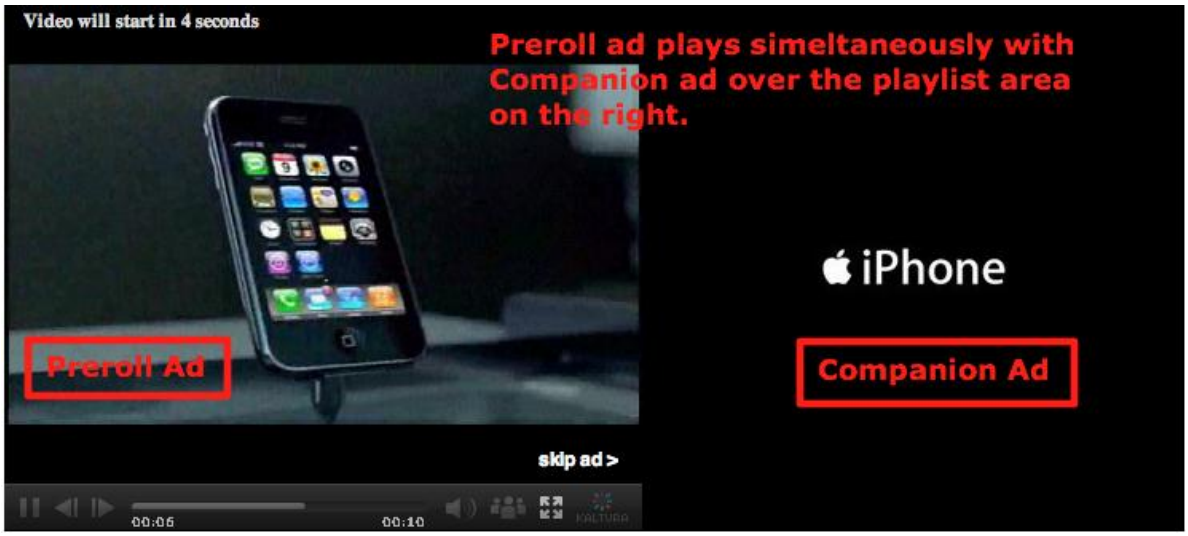
The “Custom” option is not available. If your companion ad will appear in the regular player window above the player controls, then select “Controls”. If your ad will overlay the Playlist, then select “Playlist”. Enter the dimensions of your ad (in pixels) in the “Dimensions” text fields.

Example

Here’s a Kaltura Playlist Player in a horizontal configuration:



In the following example, the same player plays a preroll ad in the main player area while a Flash Companion Ad is displayed in the playlist area:



Tremor

To configure companion ads with Tremor Media.

The companion ad needs to be enabled on the Tremor end. Perform the following steps.

1. Add this script to your page:

```
<!-- script type="text/javascript"
src="http://cdna.tremormedia.com/acudeo/banners.js"></script>
<script type="text/javascript">
        function displayCompanionBanners(banners) {
                tmDisplayBanner(banners, "adCompanionBanner", 300, 250);
                }
        function hideCompanionBanners(banners) {
                tmHideBanner("adCompanionBanner")
                }; </script -->
```

2. Add this script import

```
<script type="text/javascript"
src="http://cdna.tremormedia.com/acudeo/banners.js"></script>
```

3. Add this div that will act as the ad.

```
<div id="adCompanionBanner300x250"></div>
```

AdapTV

To configure companion ads

1. Add this code to the Additional Parameters and Plugins se

```
key: adaptv.companionId
value: companiondiv
```

2. Add a div with a matching id in the HTML that holds the following player:

```
<div id="companiondiv" style="width: 300px; height: 250px;">
</div>
```

Custom SWF

The Kaltura partner should contact their ad server in order to understand what Javascript code needs to be implemented on their page in order to enable companion ads.

Targeting with an Ad Server

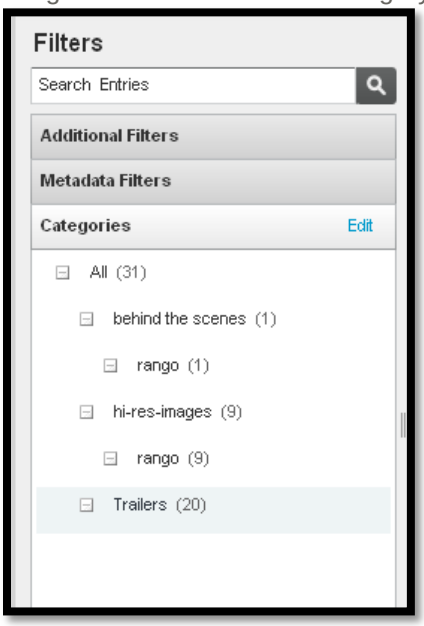
While ads targeting is performed within the ad server, Kaltura's VAST advertising module is designed to pass all the relevant targeting information to the ad server.

Targeting information can be set in several levels:

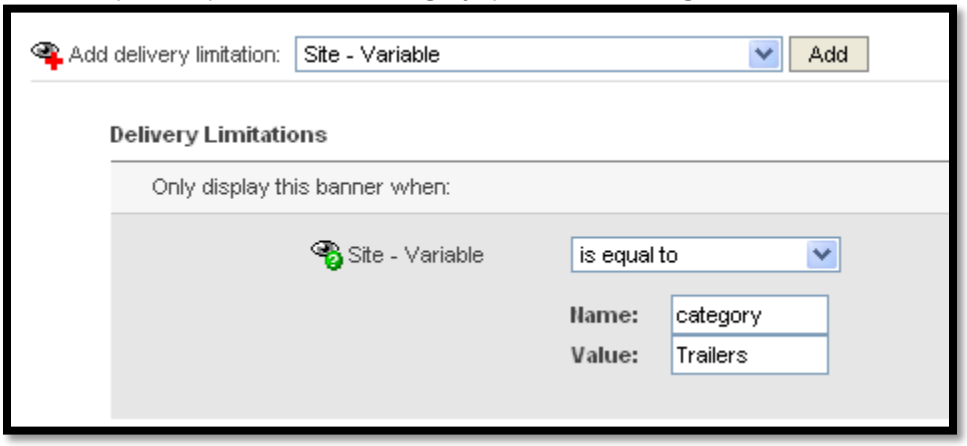
- Targeting per player and ad slot – you can add additional key value pairs within the adtag URL. The ad server will use these for targeting.
- Targeting per content item - The Kaltura VAST module supports dynamic pulling of metadata from the content item, and passes it to the ad server.
  For example for targeting a specific content category.

To target information

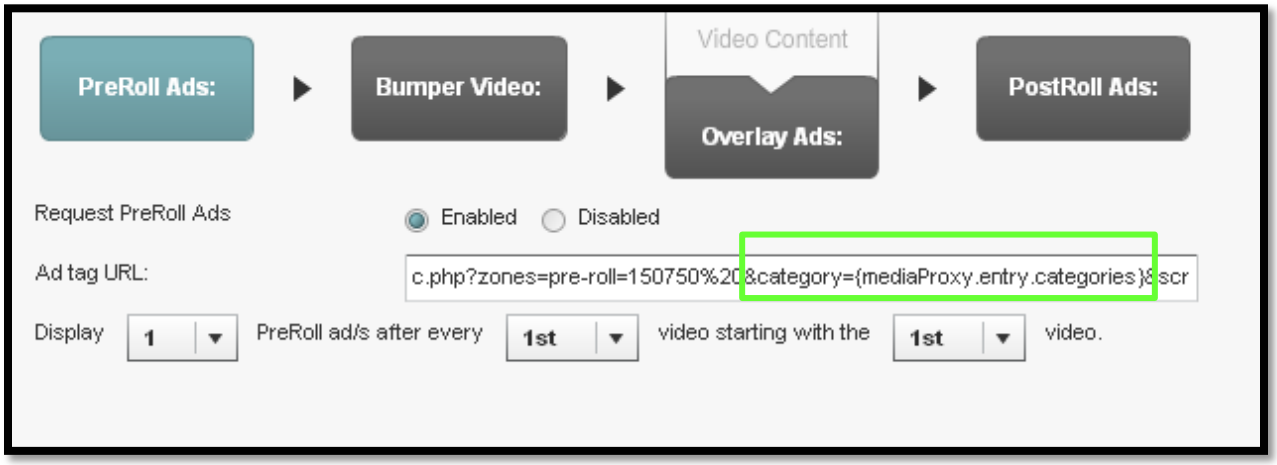
1. Drag content items into the category within the KMC.



2. Define the additional parameter in your ad server.
   For example in OpenX set the "category" parameter through "Site - Variable"



3. Add category template category={mediaProxy.entry.categories} into the AdTag URL. At runtime this template will be populated with the actual values for each video played.



The following targeting templates are available for targeting
category={mediaProxy.entry.categories}
tags={mediaProxy.entry.tags}
name={mediaProxy.entry.name}
id={mediaProxy.entry.id}

Targeting per Viewer

In some cases targeting information is not defined per content item, but per viewer.
To support these cases the Kaltura VAST module dynamically pulls metadata from the website via flashvars passed to the player.
For example targeting per a specific age group. This example assumes that the hosting site has a user database and would like to further target known users.

To target per viewer

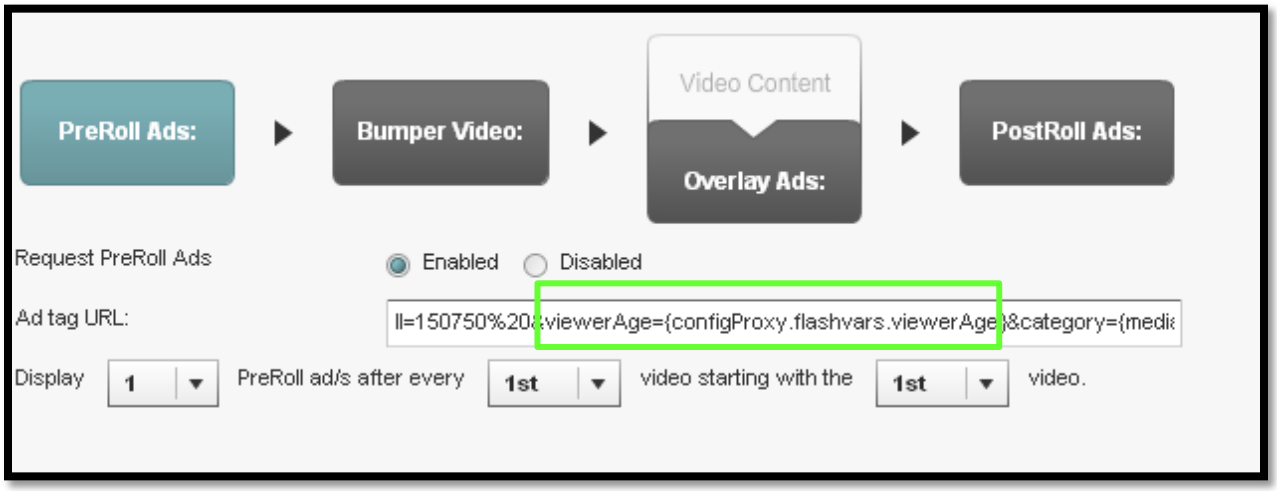
1. Pass the variable (for example, viewer age) from your internal DB to the player via Flashvar.

```
<object id="kaltura_player" name="kaltura_player" t
="always" height="333" width="680" xmlns:dc="http:/
resource="http://www.kaltura.co.cc/index.php/kwidge
"http://www.kaltura.co.cc/index.php/kwidget/cache_s
"allowNetworking" value="all" /><param name="allowS

<param name="flashVars" value="&viewerAge=34">
```

2. Define the additional parameter in your ad server.
   For example in OpenX, set the “viewerAge” parameter through “Site - Variable”

3. Add the flashvar template into the AdTag URL, this template will be populated in runtime with the actual values.
   The template is FLASHVAR_NAME={configProxy.flashvars.FLASHVAR_NAME }and in the viewerAge example it would be:
   viewerAge={configProxy.flashvars.viewerAge}



Ad Targeting via ad plugin

Each ad plugin individually defines which metadata the Kaltura Player passes to the plugin. Generally, it is very basic metadata such as entry ID. Additional metadata enables the Kaltura user to target ads with that specific metadata.

Ad Targeting with Tremor

Passing dynamic data:

By inserting specific key-value pairs in the uivars, a Kaltura partner can define that any Kaltura metadata gets passed to Tremor via the Tremor plugin. Then, through the Tremor ad server, the partner can decide how to target ads via the metadata.

Examples:

```
<var key="customAd.paramKey1" value="duration" />
 <var key="customAd.paramValue1" value="{mediaProxy.entry.duration}" />
<var key="customAd.paramKey2" value="entryId" />
```

```
<var key="customAd.paramValue2" value="{mediaProxy.entry.id}" />
<var key="customAd.paramKey3" value="categories" />
<var key="customAd.paramValue3" value="{mediaProxy.entry.categories}" />
<var key="customAd.paramKey4" value="ContentRating" />
<var key="customAd.paramValue4"
value="{mediaProxy.entryMetadata.ContentRating}" />
<var key="requiredMetadataFields" value="true" />
```

Note that ContentRating, which is a custom data field, has a slightly different value from the rest of the metadata.

To enable this, a custom ad path needs to be inserted into the uiconf.

Advertising for Mobile Devices

The advertising settings applied to your player will also apply for mobile delivery. Visit the advertising section for more information on advertising. As a general rule, VAST ads fully support ads in mobile. However, the ads will only play in a mobile device if the ad has the proper mobile flavors.

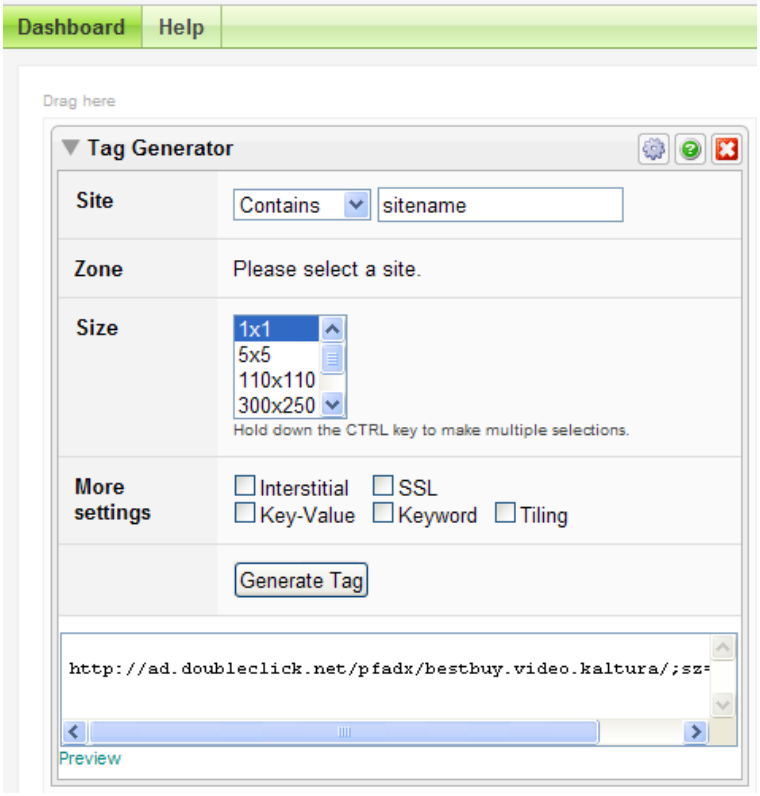
The following table summarizes current advertising support for mobile:

Device	Supported Ad type	Notes & Limitations
iPhone	VAST Pre-roll Bumper video VAST Post-roll	Ads are played back in the native player Player controls are not disabled during playback (user can skip the ads) Ads are not clickable Ads must be encoded for the iPhone (H264)
iPad	VAST Pre-roll Bumper video VAST Overlay VAST Post-roll	Ads must be encoded for the iPad (H264)
Android (ver 2.2 and up)	All	Android from version 2.2 supports Flash playback with all ads integration as in Flash player.

How to Locate the Ad Tag URL

DFP

In DFP there is a “Tag Generator” utility in the dashboard to generate the ad tag url.
The ad tag url (http://ad.doubleclick.net/pfadx/mysite.com/...) is at the bottom of the widget.



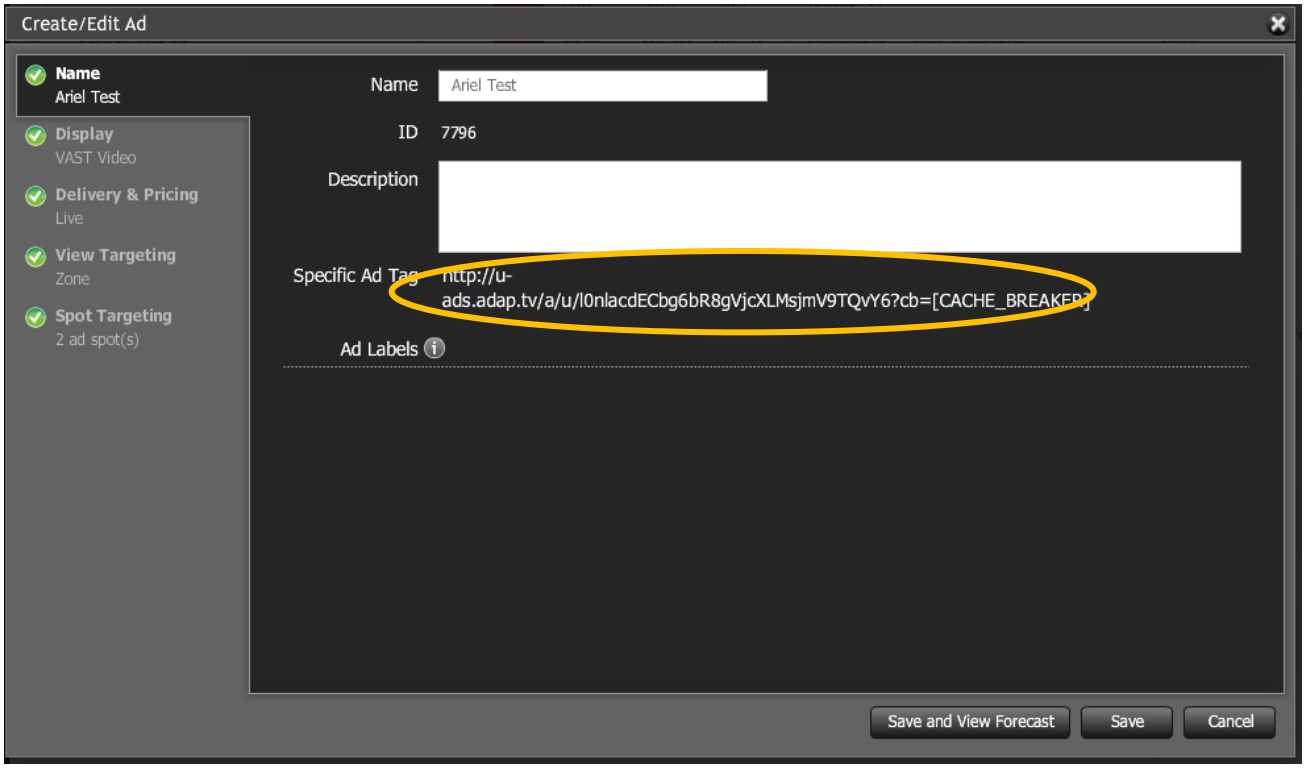
OpenX

In OpenX the adtag URL is linked to an OpenX Zone, in the following format:

```
http://[OPENX INSTALL]/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:
vastInlineHtml&source=&format=vast&charset=UTF_8&nz=1&zones=z1=[ZONE_ID]
for openX hosted, the URL is d1.openX.org. ,
from within your OpenX account you can retrieve the zone Id.
for example  for zone id 150750 in openX hosted the ad tag url would be:
http://d1.openx.org/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vas
tInlineHtml&source=&format=vast&charset=UTF_8&nz=1&zones=z1=150750
```

AdapTV (via VAST)

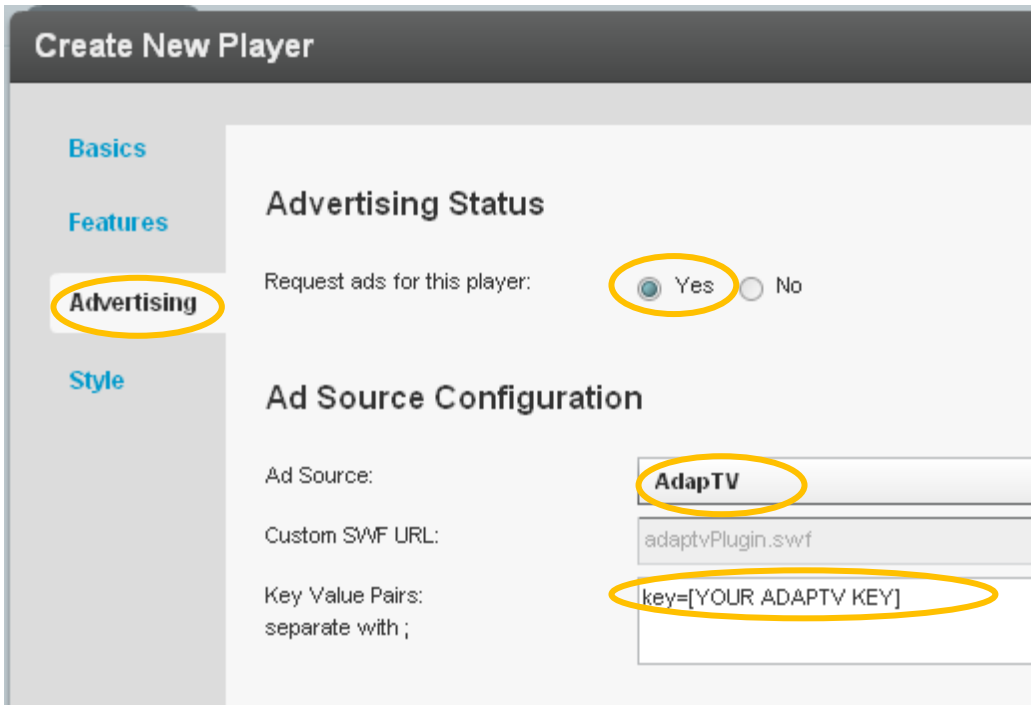
Copy the “Specific Ad Tag” from the Ad screen



Connecting with Ad Servers and Networks via adap.tv

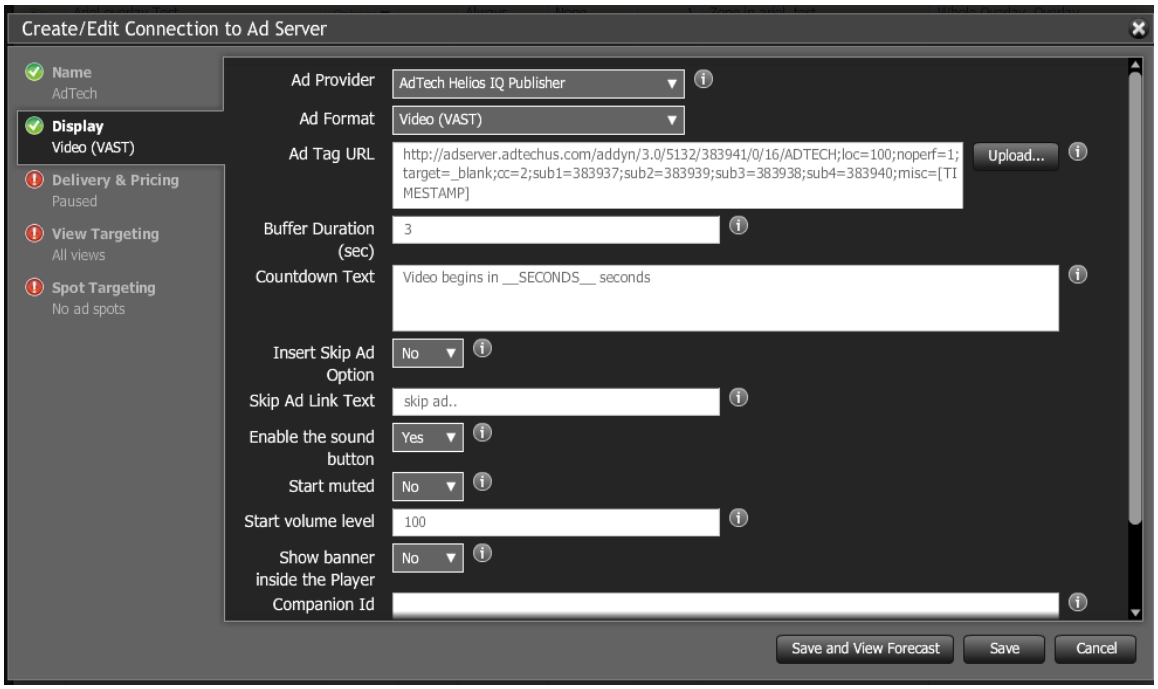
To add adap.tv’s service to your Kaltura players

1. Sign up with adapt.tv (Contact us to learn more) – you will then receive an adapt.tv Partner Key.
2. Go to the Studio tab and edit an existing player or create a new one
3. Go to the Advertising section
4. Enable ads for this player
5. Select adapTV from the “Ad Source” drop down
6. Enter your adapt.tv Partner Key in “Key Value Pairs” section, in the following format “key=[YOUR ADAPTV KEY]”



7. Target, manage and customize your ads via the adap.tv console.
8. Via adapt.tv you can also connect to additional ad servers & ad networks such as AdTech, Atlas, DART, OpenX, Advertising.com, ScanScout , SpotExchange, Google AFV, AdBrite, AdDynamic, AdEngage, AdFish, AdoTube and over 20 other networks and servers.

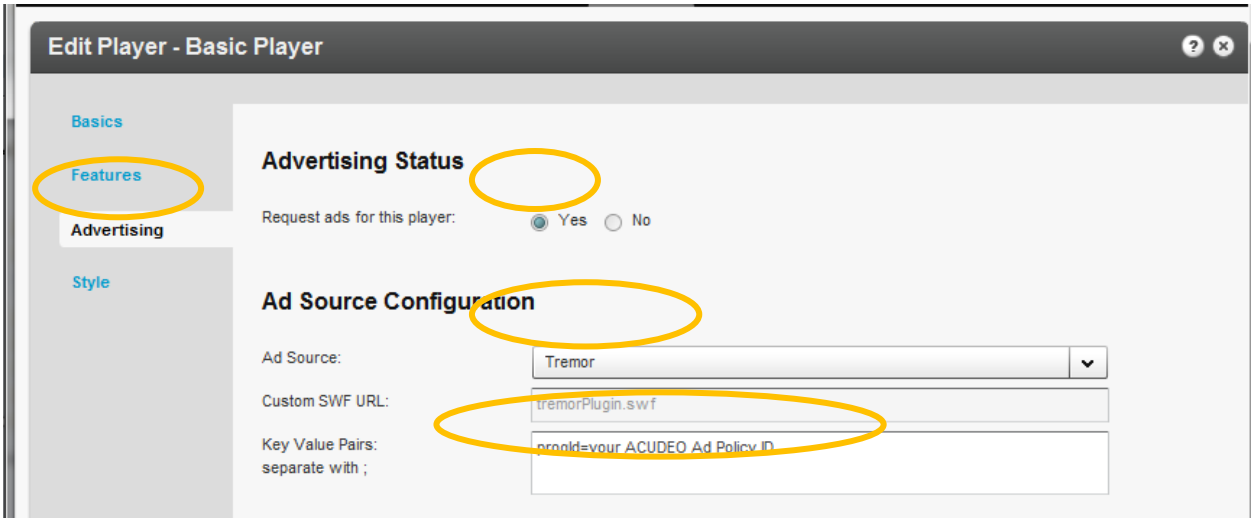
   For example connecting to DART via adapt.tv would simply require pasting the Ad Tag URL that the AdTech Server supplies.



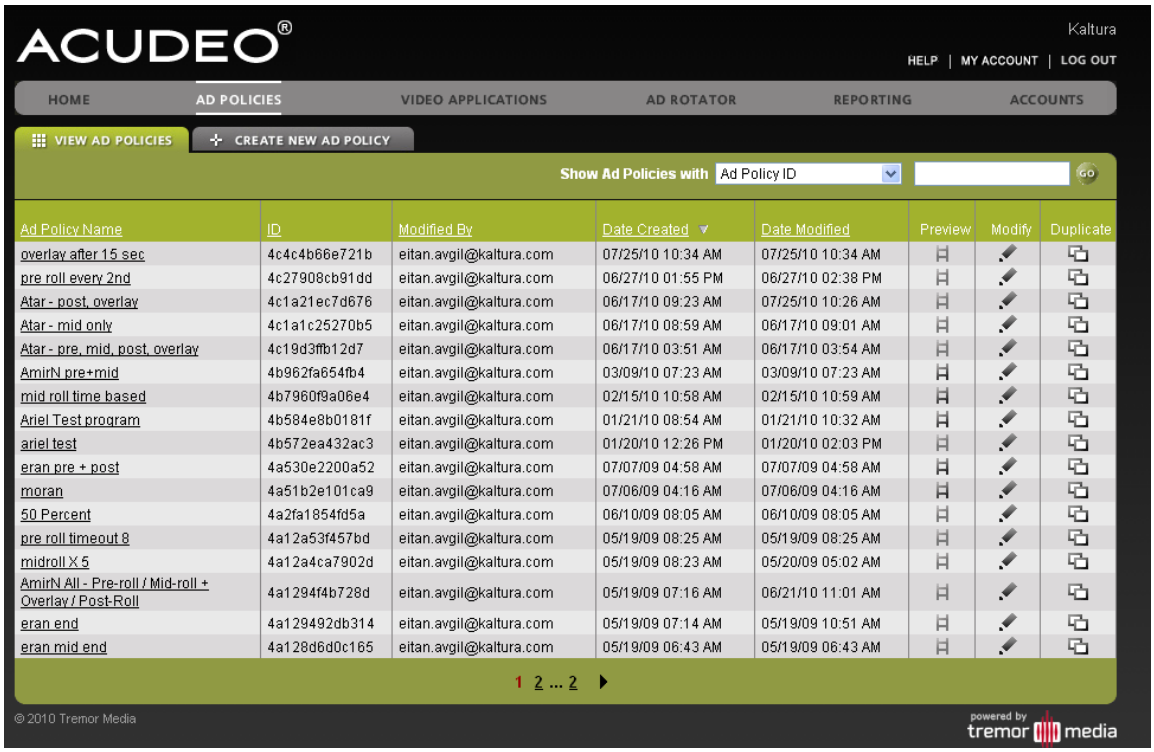
Connecting with Tremor Media

To add Tremor Media's service to Kaltura players

1. Sign up with Tremor Media (Contact us to learn more) – you will receive a Tremor Media Program ID.
2. Go to the Studio tab and edit an existing player or create a new one.
3. Go to the Advertising section.
4. Enable ads for this player.
5. Select Tremor from the "Ad Source" drop down
6. Enter your ACUDEO Ad Policy ID as your Program ID in the "Key Value Pairs" section.
   Program ID's are available in the program list and are displayed as Ad Policy IDs in the ACUDEO Console. Select "Ad Policy ID" in the "Show Ad Policies with" drop down menu.
   Use the following format:
   ```
   progId=your ACUDEO Ad Policy ID.
   ```
   Additional targeting parameters should be separated with semicolons.



   You can specify ad sources for each ad slot within your content through the Tremor Media's ACUDEO console.
7. Target, manage and customize your ads via the Tremor Media console (Acudeo).


ACUDEO®
Kaltura
HELP | MY ACCOUNT | LOG OUT
HOME
AD POLICIES
VIDEO APPLICATIONS
AD ROTATOR
REPORTING
ACCOUNTS
VIEW AD POLICIES
CREATE NEW AD POLICY
Show Ad Policies with
Ad Policy ID
GO
Ad Policy Name
ID
Modified By
Date Created
Date Modified
Preview
Modify
Duplicate
overlay after 15 sec 4c4c4b66e721b eitan.avgil@kaltura.com 07/25/10 10:34 AM 07/25/10 10:34 AM
pre roll every 2nd 4c27908cb91dd eitan.avgil@kaltura.com 06/27/10 01:55 PM 06/27/10 02:38 PM
Atar - post, overlay 4c1a21ec7d676 eitan.avgil@kaltura.com 06/17/10 09:23 AM 07/25/10 10:26 AM
Atar - mid only 4c1a1c25270b5 eitan.avgil@kaltura.com 06/17/10 08:59 AM 06/17/10 09:01 AM
Atar - pre, mid, post, overlay 4c19d3ffb12d7 eitan.avgil@kaltura.com 06/17/10 03:51 AM 06/17/10 03:54 AM
AmirN pre+mid 4b962fa654fb4 eitan.avgil@kaltura.com 03/09/10 07:23 AM 03/09/10 07:23 AM
mid roll time based 4b7960f9a06e4 eitan.avgil@kaltura.com 02/15/10 10:58 AM 02/15/10 10:59 AM
Ariel Test program 4b584e8b0181f eitan.avgil@kaltura.com 01/21/10 08:54 AM 01/21/10 10:32 AM
ariel test 4b572ea432ac3 eitan.avgil@kaltura.com 01/20/10 12:26 PM 01/20/10 02:03 PM
eran pre + post 4a530e2200a52 eitan.avgil@kaltura.com 07/07/09 04:58 AM 07/07/09 04:58 AM
moran 4a51b2e101ca9 eitan.avgil@kaltura.com 07/06/09 04:16 AM 07/06/09 04:16 AM
50 Percent 4a2fa1854fd5a eitan.avgil@kaltura.com 06/10/09 08:05 AM 06/10/09 08:05 AM
pre roll timeout 8 4a12a53f457bd eitan.avgil@kaltura.com 05/19/09 08:25 AM 05/19/09 08:25 AM
midroll X 5 4a12a4ca7902d eitan.avgil@kaltura.com 05/19/09 08:23 AM 05/20/09 05:02 AM
AmirN All - Pre-roll / Mid-roll + Overlay / Post-Roll 4a1294f4b728d eitan.avgil@kaltura.com 05/19/09 07:16 AM 06/21/10 11:01 AM
eran end 4a129492db314 eitan.avgil@kaltura.com 05/19/09 07:14 AM 05/19/09 10:51 AM
eran mid end 4a128d6d0c165 eitan.avgil@kaltura.com 05/19/09 06:43 AM 05/19/09 06:43 AM
1 2 ... 2
© 2010 Tremor Media
powered by tremor media

Different Types of Ad Servers

There are additional ad servers that Kaltura supports, which are a bit more complex than just plugins. For example, Kaltura is now fully integrated with **DoubleClick and Freewheel**. Their integrations are more complex since there is a server-side connector that allows you to define the metadata to submit to the ad server for ad targeting purposes. The Kaltura metadata gets mapped to ad server's metadata. Then, just like with a distribution module, see Kaltura Distribution Module, when a Kaltura partner wants an entry to be included in the ad server, it is marked as such in the KMC. The ad server connector passes all of the metadata to the ad server, where the Kaltura partner can then decide how ads should be targeted based on the metadata.

Kaltura Player Additions Related to Ads

If a Kaltura partner wants to create their own type of ad targeting and prevent pre-rolls from playing on specific entries, they can utilize the `flashVar vast.preSequence=0`, defined in the embed code in the additional parameters and plugins.

Advanced functionality is enabled to provide for a better workflow of ad plugins. The Kaltura Player build its UI only when the plugin is completely ready, enabling for a smooth loading of player and plugin together once the plugin is ready.

Troubleshooting

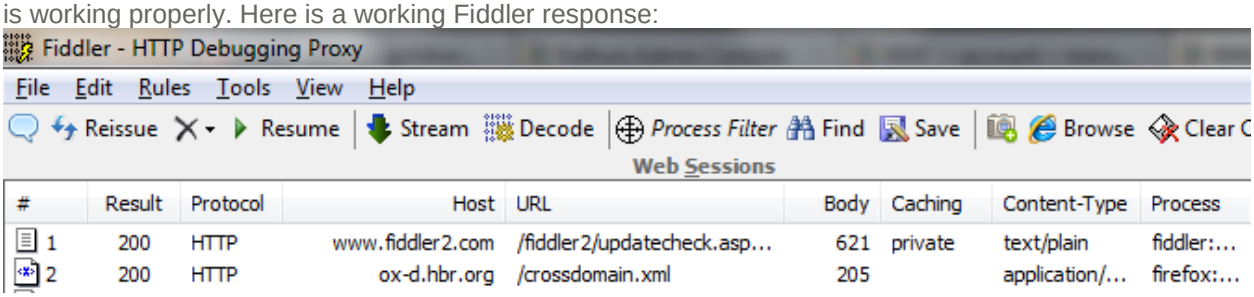
Here are a few helpful steps to configure advertising:

For VAST ads:

1. Check that you have a working ad tag URL. Always see that VAST 2.0. 1.0 are also supported for the media file content.
   - An example of a working ad tag URL is at: http://ox-d.hbr.org/v/1.0/av?auid=35998
   - In addition to this, a very helpful site that has working VAST ad tag URLs can be found here: http://www.iab.net/iab_products_and_industry_services/508676/digitalvideo/vast/vast_xml_samples .
2. Put the ad tag URL in your browser. You should see an XML that clearly shows that it is a VAST XML. Various other criteria will appear in the URL. An important tag to look for is the media file. Take the URL of the media file and make sure it plays properly.

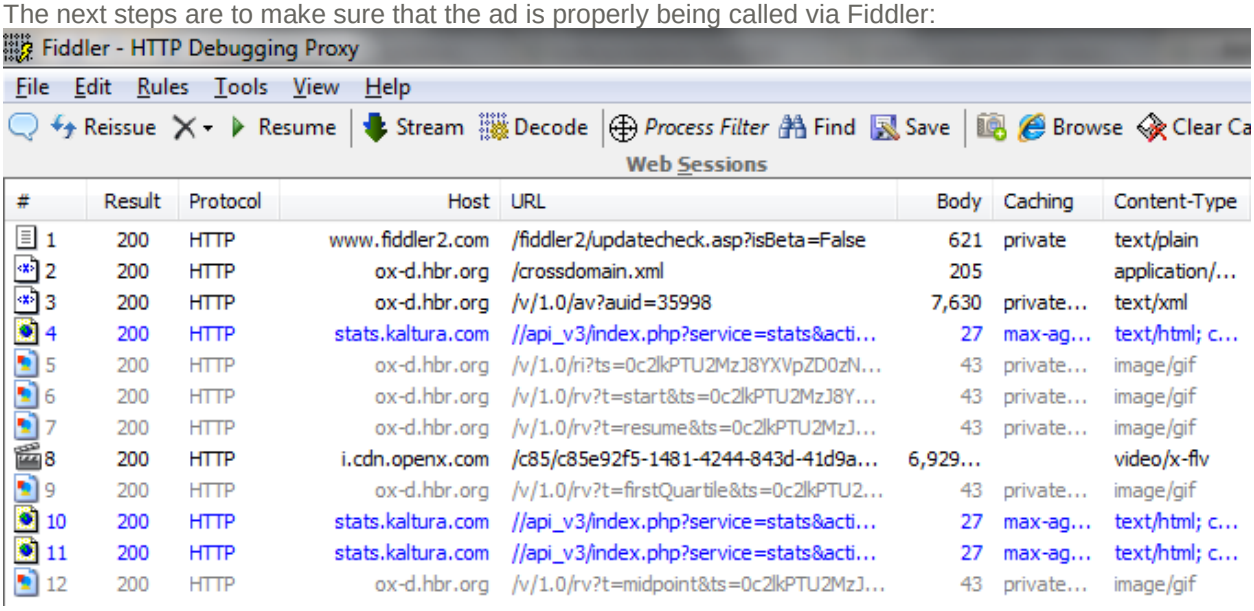
```
<?xml version="1.0" encoding="UTF-8" ?>
- <VAST version="2.0">
  - <MediaFiles>
      <MediaFile id="74565" delivery="progressive" type="video/x-flv"
        width="640" height="360">http://i.cdn.openx.com/c85/c85e92f5-
        1481-4244-843d-
        41d9aa03dc88/cf2/cf25d8fab21ab337420b8e60ff8cfc00.flv</MediaFile>
```

   If the URL is not a VAST XML or if the media file does not play properly, create a working VAST XML with a working media file on your ad server.
3. If the VAST ad tag URL looks valid and the media file plays properly, the next step is to go to Fiddler.(Debugger) The first important thing to look for here is to make sure that the crossdomain is working properly. Here is a working Fiddler response:


Fiddler - HTTP Debugging Proxy
File Edit Rules Tools View Help
Reissue Resume Stream Decode Process Filter Find Save Browse Clear C
Web Sessions
Result Protocol Host URL Body Caching Content-Type Process
1 200 HTTP www.fiddler2.com /fiddler2/updatecheck.asp... 621 private text/plain fiddler:...
2 200 HTTP ox-d.hbr.org /crossdomain.xml 205 application/... firefox:...

4. If the Crossdomain request/response is red or has some abnormal result like 404, you will need to enable your domain's crossdomain to allow Kaltura to access it. Here is Kaltura's crossdomain.xml, which can be provided as an example of a proper crossdomain.xml : http://www.kaltura.com/crossdomain.xml .

The next steps are to make sure that the ad is properly being called via Fiddler:


Fiddler - HTTP Debugging Proxy
File Edit Rules Tools View Help
Reissue Resume Stream Decode Process Filter Find Save Browse Clear Ca
Web Sessions

#	Result	Protocol	Host	URL	Body	Caching	Content-Type
1	200	HTTP	www.fiddler2.com	/fiddler2/updatecheck.asp?isBeta=False	621	private	text/plain
2	200	HTTP	ox-d.hbr.org	/crossdomain.xml	205		application/...
3	200	HTTP	ox-d.hbr.org	/v/1.0/av?auid=35998	7,630	private...	text/xml
4	200	HTTP	stats.kaltura.com	//api_v3/index.php?service=stats&acti...	27	max-ag...	text/html; c...
5	200	HTTP	ox-d.hbr.org	/v/1.0/ri?ts=0c2lkPTU2MzJ8YXVpZD0zN...	43	private...	image/gif
6	200	HTTP	ox-d.hbr.org	/v/1.0/rv?t=start&ts=0c2lkPTU2MzJ8Y...	43	private...	image/gif
7	200	HTTP	ox-d.hbr.org	/v/1.0/rv?t=resume&ts=0c2lkPTU2MzJ...	43	private...	image/gif
8	200	HTTP	i.cdn.openx.com	/c85/c85e92f5-1481-4244-843d-41d9a...	6,929...		video/x-flv
9	200	HTTP	ox-d.hbr.org	/v/1.0/rv?t=firstQuartile&ts=0c2lkPTU2...	43	private...	image/gif
10	200	HTTP	stats.kaltura.com	//api_v3/index.php?service=stats&acti...	27	max-ag...	text/html; c...
11	200	HTTP	stats.kaltura.com	//api_v3/index.php?service=stats&acti...	27	max-ag...	text/html; c...
12	200	HTTP	ox-d.hbr.org	/v/1.0/rv?t=midpoint&ts=0c2lkPTU2MzJ...	43	private...	image/gif

CHAPTER 15

Creating and Tracking Analytics

This section contains the following topics:

- Bandwidth Usage Reports
- Content Reports
- User and Community Reports
- Exporting Analytics to a CSV File

Use the Analytics tab to track and display analytical information for bandwidth usage, video content usage and to produce user and community reports.

Bandwidth Usage Reports

Bandwidth usage reports include information about bandwidth streaming consumption. You can display the amount of bandwidth used by month or by year.

View Monthly or Yearly Bandwidth Usage

To view a report of bandwidth usage:

1. Click View Monthly or View Yearly.
2. Select a month/year in the drop-down menu.
3. Click bar chart (default) or line chart icon located on the top right of the window. The report displays the total amount of bandwidth in gigabytes used on each day of the month you selected, or the total amount of bandwidth in gigabytes used in each month of the year you selected.
4. Hover over a day's or month's data to display the exact usage for the day/month.

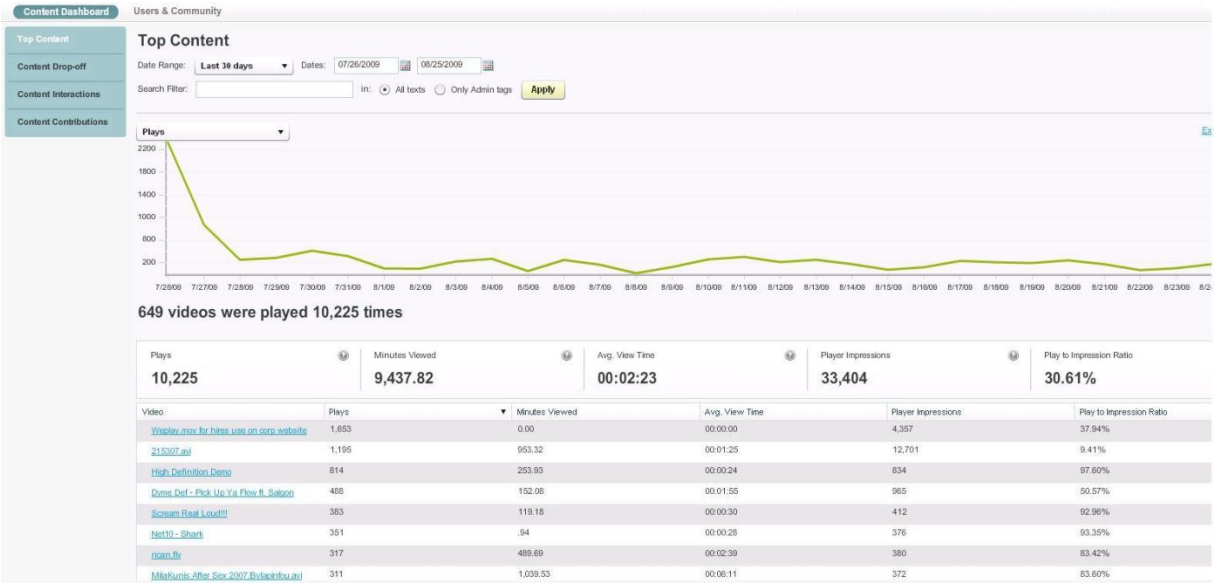
Content Reports

Content reports display aggregated analytics showing how well your content is performing across your sites. Use the content reports to gain business insights and learn if your content discovery and exposure strategies have paid off or when things need to be tweaked to improve outreach or user engagement.

Top Content

Top Content reports display the following data for your most popular content:

- Plays – The number of times a user clicked "Play"
- Minutes Viewed – The sum of minutes that were viewed
- Average View Time – The average time calculated by dividing the minutes viewed by number of views
- Player Impressions – The number of times the video player was loaded
- (Not included in the line chart) Player to Impression Ratio – The number of plays divided by the number of impressions



To view Top Content reports

1. Select a date range in the drop-down menu.
2. Select one or more categories:

- All (default)
- Click Select Categories.

3. In the Categories window:Select the name of a category. Use the CTRL key to select multiple categories.

   Click Filter.
   The filter is applied and the button changes to Selected Categories, including the number of categories you selected. Hover over the button to see the category names.
4. Click the Selected Categories button to select other categories.
   To clear the category filter, click the All button.
5. (Optional) In the Search Filter field, enter text that appears in content names, tags or descriptions, and click Apply.
   The filter description is displayed above the report.
   To clear the filter, delete the text from the Search Filter field and click Apply.
6. In the drop-down menu, select one of the data types for the line chart report.
7. (Optional) Export the line chart report to a CSV file. See Exporting Analytics to a CSV File.
8. In the line chart, hover over the data to display the exact data quantity for the date.

Under the line chart, a summary is followed by reports that display total and individual video results.

For the individual video table, you can:

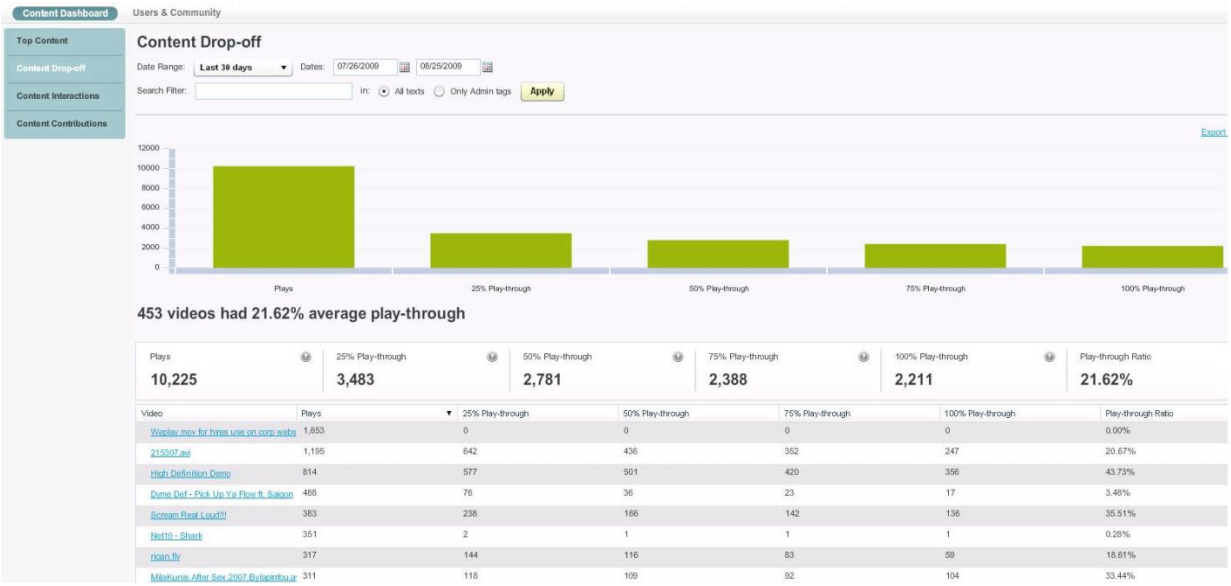
- Scroll through the pages at the bottom of the table.
- Select the number of rows to display per page (10 to 500).
- Click a video name to display:
  - Top Content reports for the video
  - The date range options for the reports
  - The data type menu for the line chart report

- Links to the video's Drop-off and Interactions reports (see Content Drop-off and Content Interactions)
- The video's metadata details
- A player to view the video

Content Drop-off

Content Drop-off reports display the following data for play-through by viewers of your content:

- Plays – The number of times a user clicked "Play"
- 25 per cent play-through – The number of plays that reached 25% of the video
- 50 per cent play-through – The number of plays that reached 50% of the video
- 75 per cent play-through – The number of plays that reached 75% of the video
- 100 per cent play-through – The number of plays that reached 100% of the video
- (Not included in the bar chart) Play-through Ratio – The percentage of completed plays. The number of 100% play-throughs divided by the total number of plays.



To view Content Drop off reports

1. Select a date range in the drop-down menu.
2. Select one or more categories:
   - All (default)
   - Click Select Categories.
   - Click the "+/-" icons to expand or collapse categories in the list.
3. In the Categories window:
   a. Click the **+/-** icons to expand or collapse categories in the list.
   b. Select the name of a category. Use the CTRL key to select multiple categories.
   c. Click **Filter**.
   The filter is applied and the button changes to **Selected Categories**, including the number of categories you selected. Hover over the button to see the category names.
   d. Click the **Selected Categories** button to select other categories.
   To clear the category filter, click the **All** button.
4. (Optional) In the Search Filter field, enter text that appears in content names, tags or descriptions, and click Apply.
   The filter description is displayed above the report.
   To clear the filter, delete the text from the Search Filter field and click Apply.
5. In the drop-down menu, select one of the data types for the line chart report.

6. (Optional) Export the line chart report to a CSV file. See Exporting Analytics to a CSV File.
7. In the bar chart, hover over the data to display the exact data quantity for the date.

Under the bar chart, a summary is followed by reports that display total and individual video results.

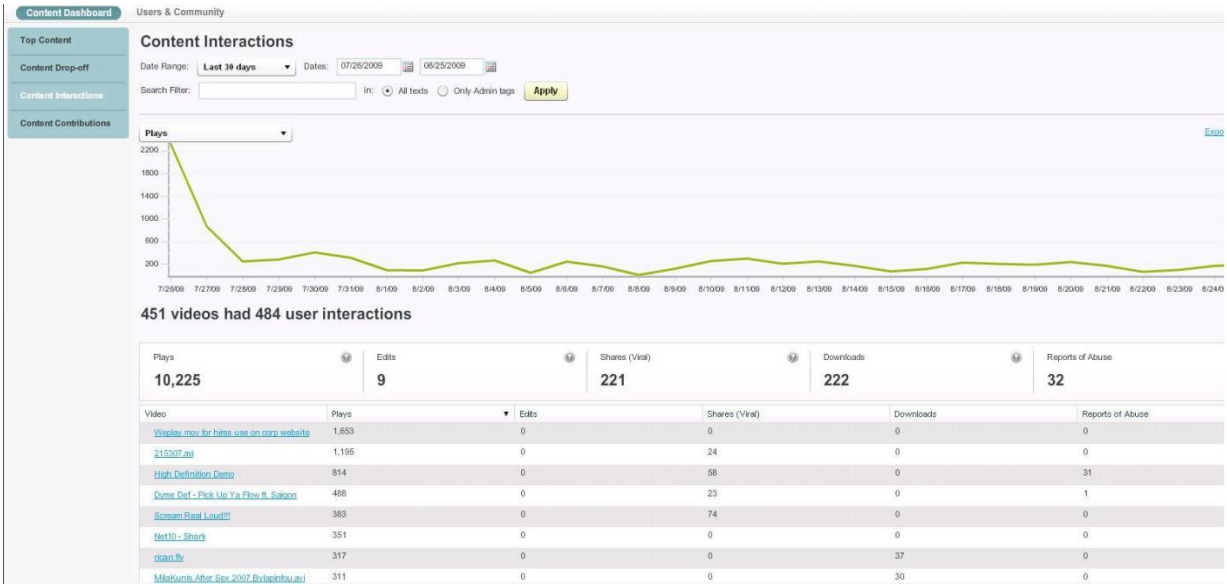
For the individual video table, you can:

- Scroll through the pages at the bottom of the table.
- Select the number of rows to display per page (10 to 500).
- Click a video name to display:
- Sort the table by clicking the column headings.
- Click a video name to display:
  - Content Drop-off reports for the video
  - The date range options for the reports
  - Links to the video's Top Content and Interactions reports (see Top Content and Content Interactions)
  - The video's metadata details
  - A player to view the video

Content Interactions

Content Interactions reports display the following data for viewer interaction with your content:

- Plays – The number of times a user clicked "Play"
- Edits – The number of clicks on the "Edit" button
- Shares (Viral) – The number of clicks on the "Share" button
- Downloads – The number of clicks on the "Download" button
- Reports of Abuse – The number of clicks on the "Report" button



To view Content Interaction reports:

1. Select a date range in the drop-down menu:
2. Select one or more categories:
   - All (default)
   - Click **Select Categories**.
3. In the Categories window:
   a. Click the **+/-** icons to expand or collapse categories in the list.
   b. Select the name of a category. Use the CTRL key to select multiple categories.
   c. Click **Filter**.
   The filter is applied and the button changes to **Selected Categories**, including the number of categories you selected. Hover over the button to see the category names.
   d. Click the **Selected Categories** button to select other categories.
   To clear the category filter, click the **All** button.
4. (Optional) In the Search Filter field, enter text that appears in content names, tags or descriptions, and click Apply.
   The filter description is displayed above the report.
   To clear the filter, delete the text from the Search Filter field and click Apply.
5. In the drop-down menu, select one of the data types for the line chart report.
6. (Optional) Export the line chart report to a CSV file. See Exporting Analytics to a CSV File.
7. In the line chart, hover over data to display the exact data quantity for the date.

Under the line chart, a summary is followed by reports that display total and individual video results.

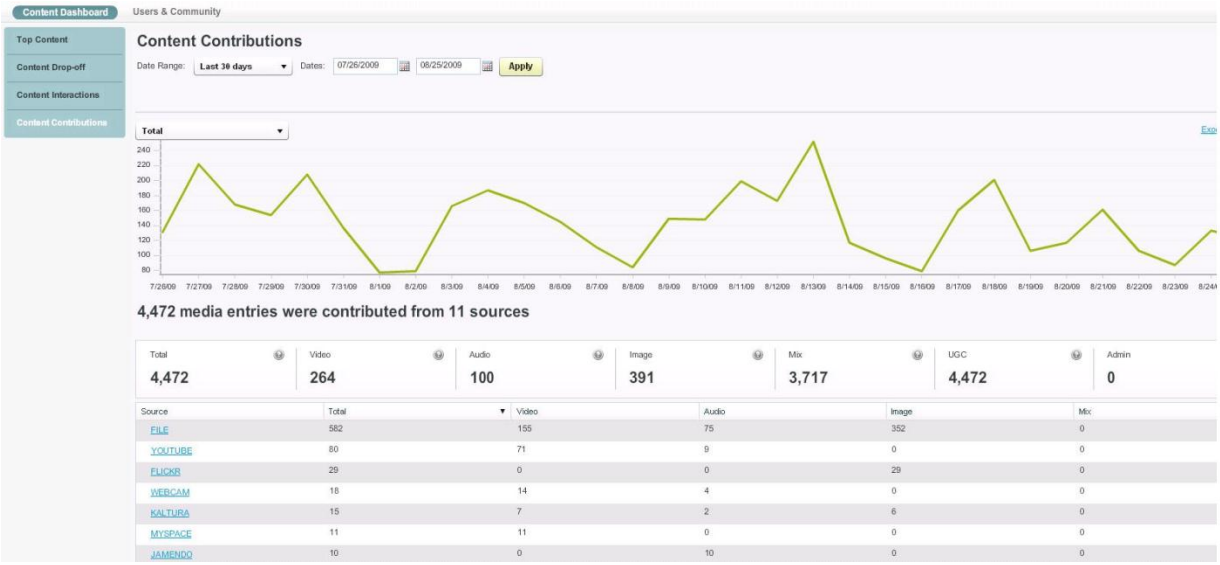
For the individual video table, you can:

- Sort the table by clicking the column headings.
- Scroll through the pages at the bottom of the table.
- Select the number of rows to display per page (10 to 500).
- Click a video name to display:
    - Content Interactions reports for the video
    - The date range options for the reports
    - The data type menu for the line chart report
    - Links to the video's Top Content and Drop-off reports (see Top Content and Content Drop-off)
    - The video's metadata details
    - A player to view the video

Content Contributions

The Content Contributions reports display the following data for media entry contributions by your users:

- Total – The number of media entries contributed, including video, audio, image and mix
- Video – The number of video entries contributed
- Audio – The number of audio entries contributed
- Image – The number of image entries contributed
- Mix – The number of mixes created
- (Not included in the individual source table) UGC – The number of media entries contributed by "User"-type users
- (Not included in the individual source table) Admin – The number of media entries contributed by "Admin"-type users that includes all uploads from the KMC.



To view reports:

1. Select a date range in the drop-down menu:
2. In the drop-down menu, select one of the data types for the line chart report.
3. (Optional) Create a CSV File. See Exporting Analytics to a CSV File.
4. In the line chart, hover over the data to display the exact data quantity for the date.

   Under the line chart, a summary is followed by reports that display total and individual source results.
   For the individual source table, you can:

- Sort the table by clicking the column headings.
- Scroll through the pages at the bottom of the table.
- Select the number of rows to display per page (10 to 500).
- Click a source name to display:
  - Content Contributions reports for the source
  - The date range options for the reports
  - The data type menu for the line chart report

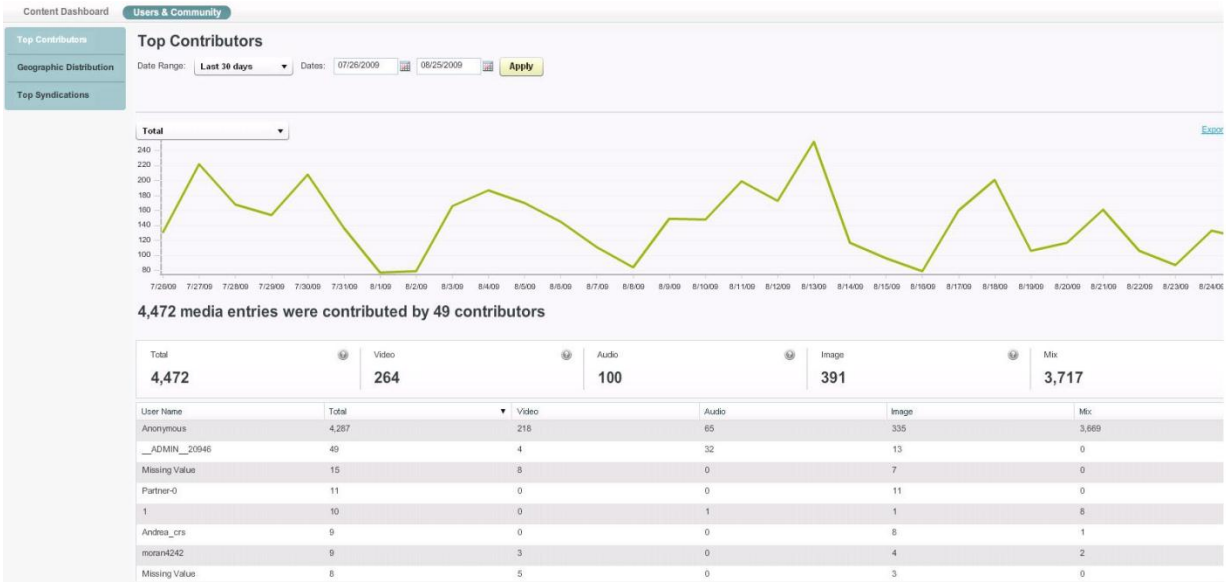
User and Community Reports

This tab shows demographics and User Generated Content related reports of where content was contributed, played and shared.

Top Contributors

The Top Contributors reports display the following data for media entries from your most active contributors:

- Total – The number of media entries contributed, including video, audio, image and mix
- Video – The number of video entries contributed
- Audio – The number of audio entries contributed
- Image – The number of image entries contributed
- Mix – The number of mixes created



To view reports:

1. Select a date range:
2. In the drop-down menu, select one of the data types for the line chart report.
3. (Optional) Export the line chart report to a CSV file. See Exporting Analytics to a CSV File.
4. In the line chart, hover over the data to display the exact data quantity for the date.

   Under the line chart, a summary is followed by reports that display total and individual contributor results.

   For the individual contributor table, you can:

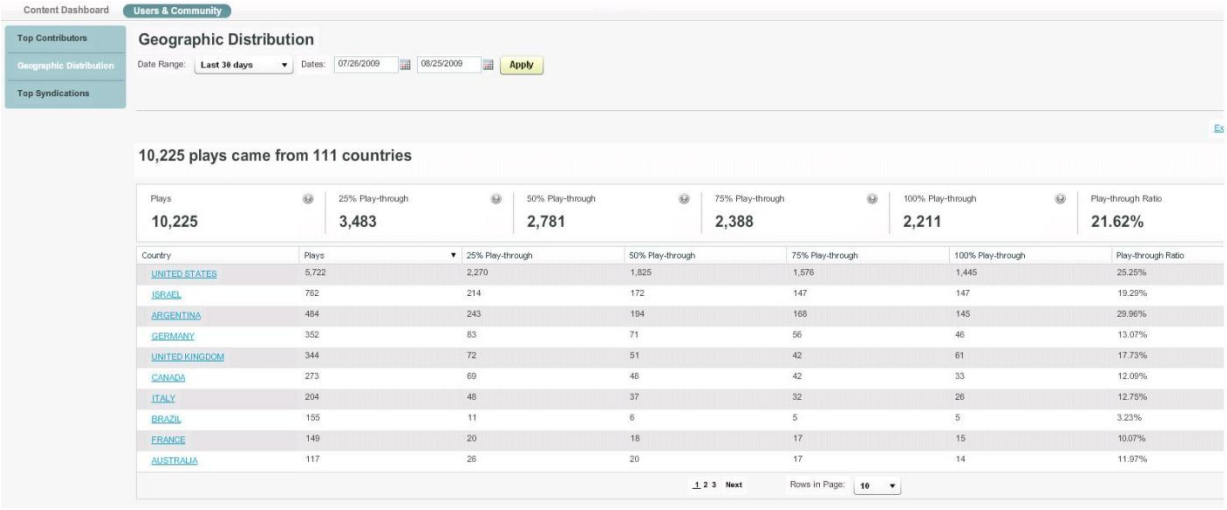
- Sort the table by clicking the column headings.
- Scroll through the pages at the bottom of the table.
- Select the number of rows to display per page (10 to 500).
- Click a user name to display:
  - Top Contributors reports for the user
  - The date range options for the reports

- The data type menu for the line chart report

Geographic Distribution

Geographic Distribution reports display the following data for play-through according to the geographic location of your content viewers:

- Plays – The number of times a user clicked "Play"
- 25 per cent play-through – The number of plays that reached 25% of the video
- 50 per cent play-through – The number of plays that reached 50% of the video
- 75 per cent play-through – The number of plays that reached 75% of the video
- 100 per cent play-through – The number of plays that reached 100% of the video
- Play-through Ratio – The percentage of completed plays. The number of 100% play-throughs divided by the total number of plays.


Content Dashboard
Users & Community
Top Contributors
Geographic Distribution
Top Syndications
Geographic Distribution
Date Range: Last 30 days
Dates: 07/26/2009 08/25/2009
Apply
10,225 plays came from 111 countries
Plays 10,225
25% Play-through 3,483
50% Play-through 2,781
75% Play-through 2,388
100% Play-through 2,211
Play-through Ratio 21.62%
Country | Plays | 25% Play-through | 50% Play-through | 75% Play-through | 100% Play-through | Play-through Ratio
UNITED STATES | 5,722 | 2,270 | 1,825 | 1,576 | 1,445 | 25.25%
ISRAEL | 762 | 214 | 172 | 147 | 147 | 19.29%
ARGENTINA | 484 | 243 | 194 | 168 | 145 | 29.96%
GERMANY | 352 | 83 | 71 | 56 | 46 | 13.07%
UNITED KINGDOM | 344 | 72 | 51 | 42 | 61 | 17.73%
CANADA | 273 | 69 | 48 | 42 | 33 | 12.09%
ITALY | 204 | 48 | 37 | 32 | 26 | 12.75%
BRAZIL | 155 | 11 | 6 | 5 | 5 | 3.23%
FRANCE | 149 | 20 | 18 | 17 | 15 | 10.07%
AUSTRALIA | 117 | 26 | 20 | 17 | 14 | 11.97%
1 2 3 Next
Rows in Page: 10

To view Geographic Distribution reports:

1. Select a date range.
2. (Optional) Export the line chart report to a CSV file. See Exporting Analytics to a CSV File.

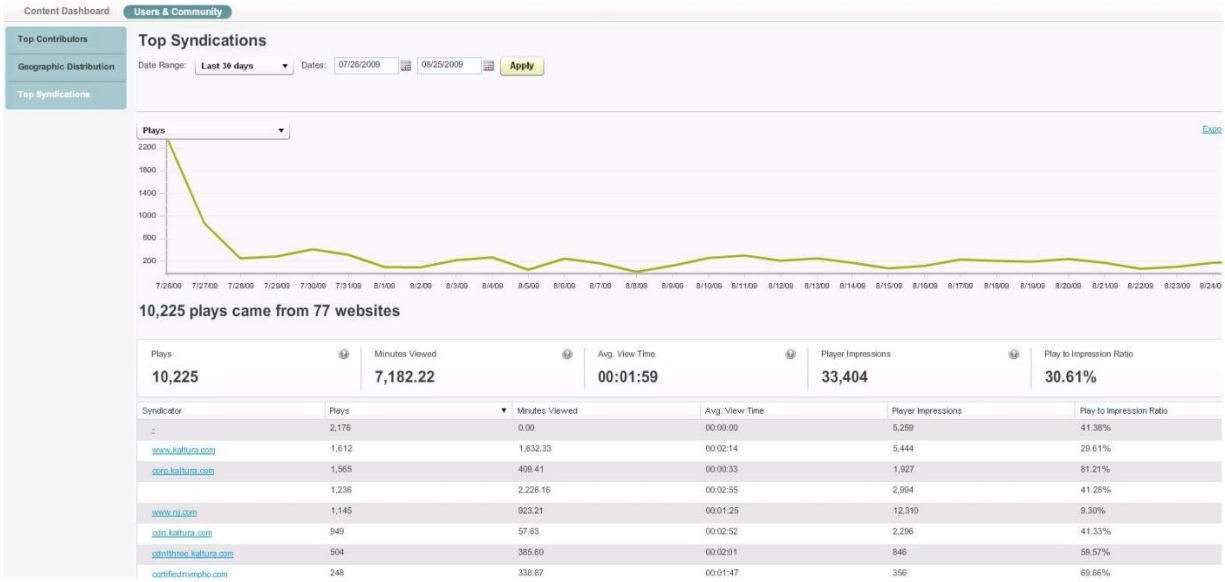
A summary is followed by reports that display total and individual regional results.
For the individual regional table, you can:

- Sort the table by clicking the column headings.
- Scroll through the pages at the bottom of the table.
- Select the number of rows to display per page (10 to 500).
- Click a region name to display:
  - Geographic Distribution reports for the region's zones (for example, state, province, district or city)
  - The date range options for the reports

Top Syndications

Top Syndications reports display the following data for the most popular syndicators of your content:

- Plays – The number of times a user clicked "Play"
- Minutes Viewed – The sum of minutes that were viewed
- Average View Time – The average time calculated by dividing the minutes viewed by the number of views
- Player Impressions – The number of times the video player was loaded
- (Not included in the line chart) Player to Impression Ratio – The number of plays divided by the number of impressions



To view Top Syndication reports:

1. Select a date range in the drop-down menu. See Date Ranges for Analytical Reports.
2. In the drop-down menu, select one of the data types for the line chart report.
3. (Optional) Create a CSV File. See Exporting Analytics to a CSV File.
4. In the line chart, hover over the data to display the exact data quantity for the date.

   Under the line chart, a summary is followed by reports that display total and individual syndicator results.
   For the individual syndicator table, you can:

   - Sort the table by clicking the column headings.
   - Scroll through the pages at the bottom of the table.
   - Select the number of rows to display per page (10 to 500).
   - Click a syndicator name to display:
   - Top Syndications reports for the website
   - The date range options for the reports

5. Click next to a URL to view the page.

Date Ranges for Analytical Reports

You can specify the date range for each analytical report you generate.

The date ranges are:

Yesterday

Last 7 days

This week

Last week

Last 30 days (default)

This month

Last month

Last 12 months

This year

Custom: Click the calendar icons to specify a range

Exporting Analytics to a CSV File

To export a report to a CSV file:

1. Click Export to CSV on the top right of the line chart.
   A message is displayed: "The file is ready for download".
2. Click OK to proceed.
3. Select a location and file name for the CSV file, and click Save.

Sending Analytics Events to Third Parties

After you create a Kaltura Player, see Creating Players, you can configure third party plug-ins to view analytics information.

Kaltura Player Supported Plug-ins

The following lists some of the third party plug-ins supported by the Kaltura Player.

- Google – http://exchange.kaltura.com/content/google-analytics
- Omniture – link to the Kaltura Exchange page (not exist yet)
- Nielson – link to the Kaltura Exchange page (not exist yet)
- Comscore – link to the Kaltura Exchange page (not exist yet)

NOTE:
When you create a player through the **Studio** tab in the KMC, the Kaltura Analytics configuration is automatically included.

All other plug-ins must be added manually. For more information about using third party Analytics providers see Configuring Third Party Analytics Provider Plug-ins. To learn how to implement a player plugin that sends Analytics data to third-party servers, see Implementing Player Analytics Plugins.

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CHAPTER 16

Account Information

This section describes the following topics:

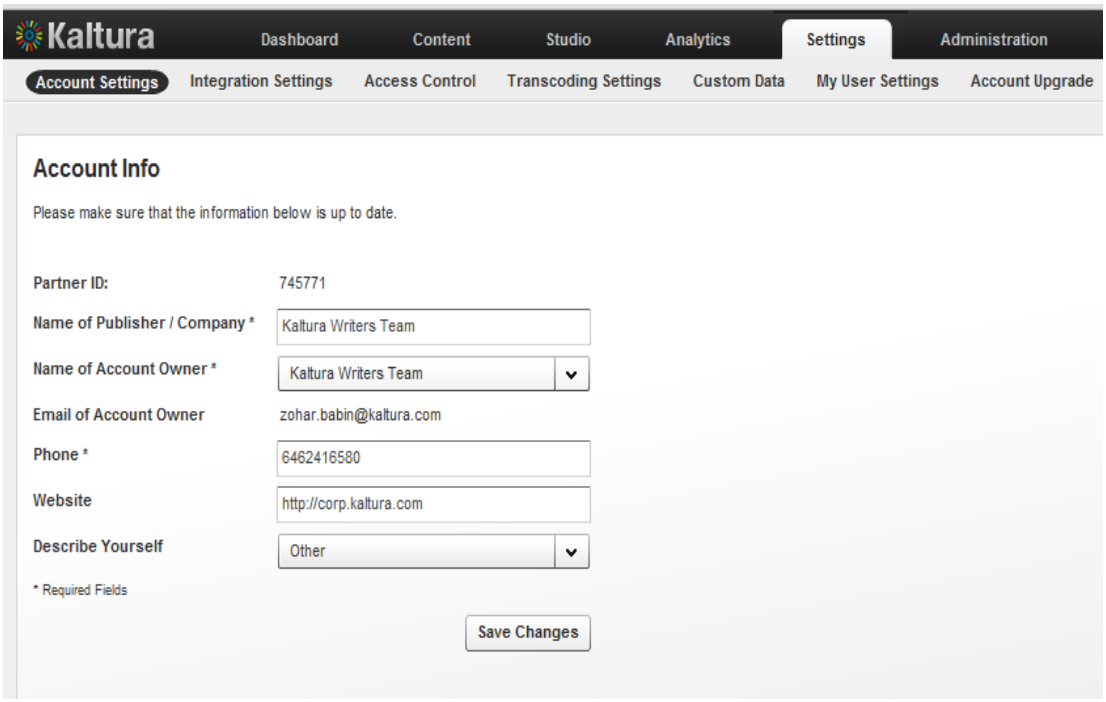
- Account Settings
- Integration Settings
- Access Control
- Transcoding Settings
- Custom Data
- My User Settings
- Account Upgrade

Account Settings

The Account Settings information includes the data you submitted during the registration process and is accessed through the **Settings** tab. You can change or update any of the details in this section. Multiple content categories can be selected by holding down the CTRL key.

To view your account information

- Select the **Settings** tab and then select the **Account Settings** menu.



The following table describes the fields for account information.

Field	Description
Partner ID	Your Kaltura Publisher Account id. This id is required in every call to the Kaltura API.
Name of Publisher/Company-	This field contains the name of your organization.
Name of Account Owner	The user who created the KMC account and is the recipient of account level email communication. The drop-down menu lists the names of all users of the KMC account who are associated with the 'Publisher Administrator' role (full permission to account's KMC functionalities), so it is possible to set a different account owner, when needed.

Integration Settings

This tab displays the Integration settings for the KMC. Integration settings contain the information that provides unique IDs to Kaltura, including your partner ID, which is your site's identification and ticket to the Kaltura platform and API. Your Partner ID enables you to connect to Kaltura, display media, upload media and experience all of Kaltura's functionality.

Account Info

The account info displays account information. The Partner ID is your Kaltura account identification number. The Sub Partner ID is generally deprecated and kept for backward compatibility of older Kaltura based applications.

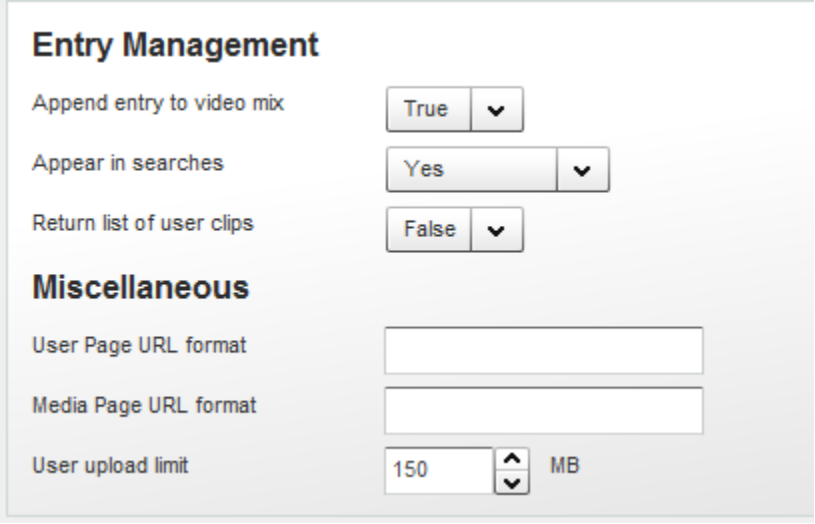
The Administrator Secret and User Secret are the API private keys used to generate authentication tokens for sessions with the Kaltura servers when using the API. Since the keys can be used to run API commands on your content in Kaltura, you should keep these secret. Usually, the user secret is enough for all activities and therefore this is the key that should be provided to parties wishing to access your Kaltura account via API. The Admin Secret can be used to login as an administrator, and therefore can be used to perform any action on your account.

For more information, please refer to the Kaltura API Guide.

To view additional low-level account settings information

- Click **Advanced Settings** to open the advanced Account Settings display. Changing the advanced settings will take effect only for new content ingested (from the moment changes have been saved) and is not retroactive.

Entry Management



The following table describes the fields for the Miscellaneous options.

Field	Description
User Page URL format	When Kaltura Media Entries are played in the Kaltura Player, a variable named “userLandingPage” will be created for every played entry. That variable will hold a link to the user page of the user who created that media entry. To determine the URL to which the

	userLandingPage variable will point to, enter the base URL in this field, followed by the following token: {uid} – The User Id who created the media. For example: http://mysite.com/users/{uid}
Media Page URL format	When Kaltura Media Entries are played in the Kaltura Player, a variable named "partnerLandingPage" will be created for every played entry. That variable will hold a link to a media page of that entry on the publisher site. To determine the URL to which the partnerLandingPage variable will point to, enter the base URL in this field, followed by the following token: {id} – The Media Entry Id. For example: http://mysite.com/media/{id}
User Upload Limit	By default, Kaltura allows users to upload files up to 150 MB per file. Use this option to change the file upload limit. You cannot upload more than 1GB per upload session. For example, setting the upload limit to 100MB allows users to upload up to 10 files at a time. If you require higher settings, please contact Kaltura's Support.

Notifications

When creating Kaltura applications or integrating various Kaltura features into existing applications or sites, it is often required that the application be notified of various actions that occurred in Kaltura. For example: When a user on your site uploads a new video file, you might want your site code to be notified of when Kaltura has finished processing the video file and made it ready for publishing.

While it is possible to easily query the Kaltura API periodically, Kaltura's API Notifications utilize a "push" methodology where a code on your site will be called automatically by Kaltura whenever a certain actions occur like video upload or media status changes.

Kaltura provide two types of Notifications:

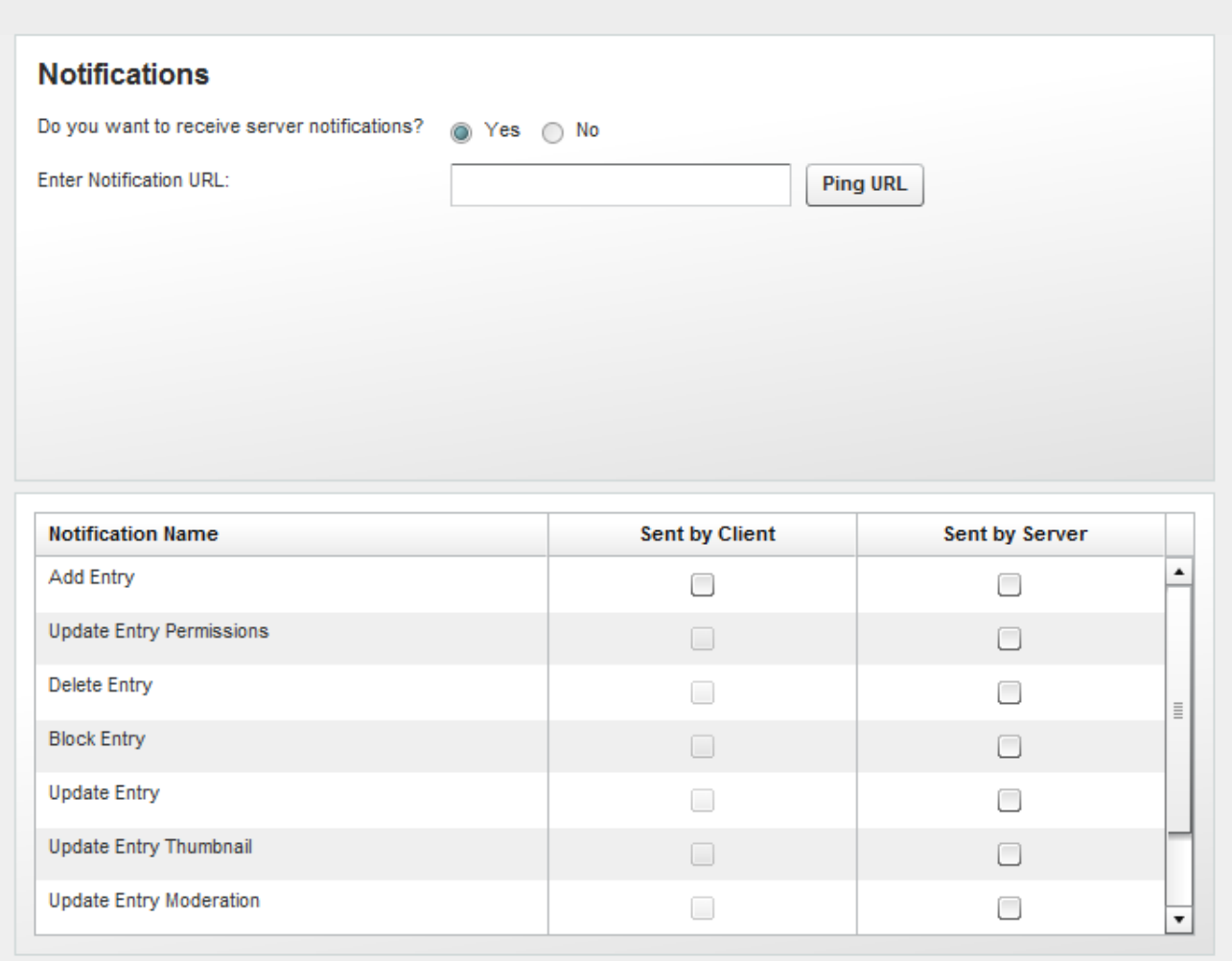
Kaltura Client Notifications – Notifications that are sent from the Kaltura widget (e.g. Kaltura Contribution Wizard) when a user performs an action like uploading a new video file. The notification will be called from the Kaltura widget directly to the publisher's notification handler code hosted on the publisher's server.

Kaltura Server Notifications – Notifications that are sent from the Kaltura server to the publisher's server using http post requests. The publisher is expected to host a notification handler script on his server, to which the Kaltura server will call providing information about the actions that occurred.

To setup client and/or server notifications

1. Enter the Notification URL.

2. Select the type of notifications from the displayed list.



For more information about the various notifications and how to implement a notification handler script on your server, refer to: http://www.kaltura.com/api_v3/testmeDoc/index.php?page=notifications

Access Control

See Access Control Profiles for more information.

Transcoding Settings

See Configuring Transcoding Profiles for more information.

Custom Data

See Customizing Data for more information.

My User Settings

All KMC admin users can change their personal details - name, email address (KMC login) and password from the My User Setting page.

To change personal details

- Select the Settings tab and then select My User Settings
- Click on Edit to modify the information.

To change your password

For authentication purposes, you will need to provide your current password before being able to make any changes in the system.

- Select the Settings tab and then select My User Settings
- Click on Change KMC Password to modify the information.

Account Upgrade

To learn more and upgrade your account, fill in the online form and our Sales Team will contact you.

To upgrade your account

1. Select the Administration tab and then select Users.
2. Click on “Click Here” or go to http://site.kaltura.com/Request-Users.html to upgrade your account.

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